

iOS 7 Tech Talks 2013



San Francisco



New York



Tokyo



Shanghai



Berlin



London

These are confidential sessions—please refrain from streaming, blogging, or taking pictures

App Store Distribution and Marketing

Ben Liaw
App Store, China
ben_liaw@apple.com

These are confidential sessions—please refrain from streaming, blogging, or taking pictures

Agenda

- Business update
- App Store overview
- Best practices
- Localization
- Getting featured

October

60,000,000,000

Apps downloaded

October

APPLE, INC.
1 INFINITE LOOP
CUPERTINO, CA 95014

OCTOBER 22, 2013

PAY TO THE
ORDER OF

Developers

\$13,000,000,000

Thirteen Billion Dollars

AUTHORIZED
SIGNATURE

Tim Cook

575,000,000

Store accounts

1,000,000

iOS apps

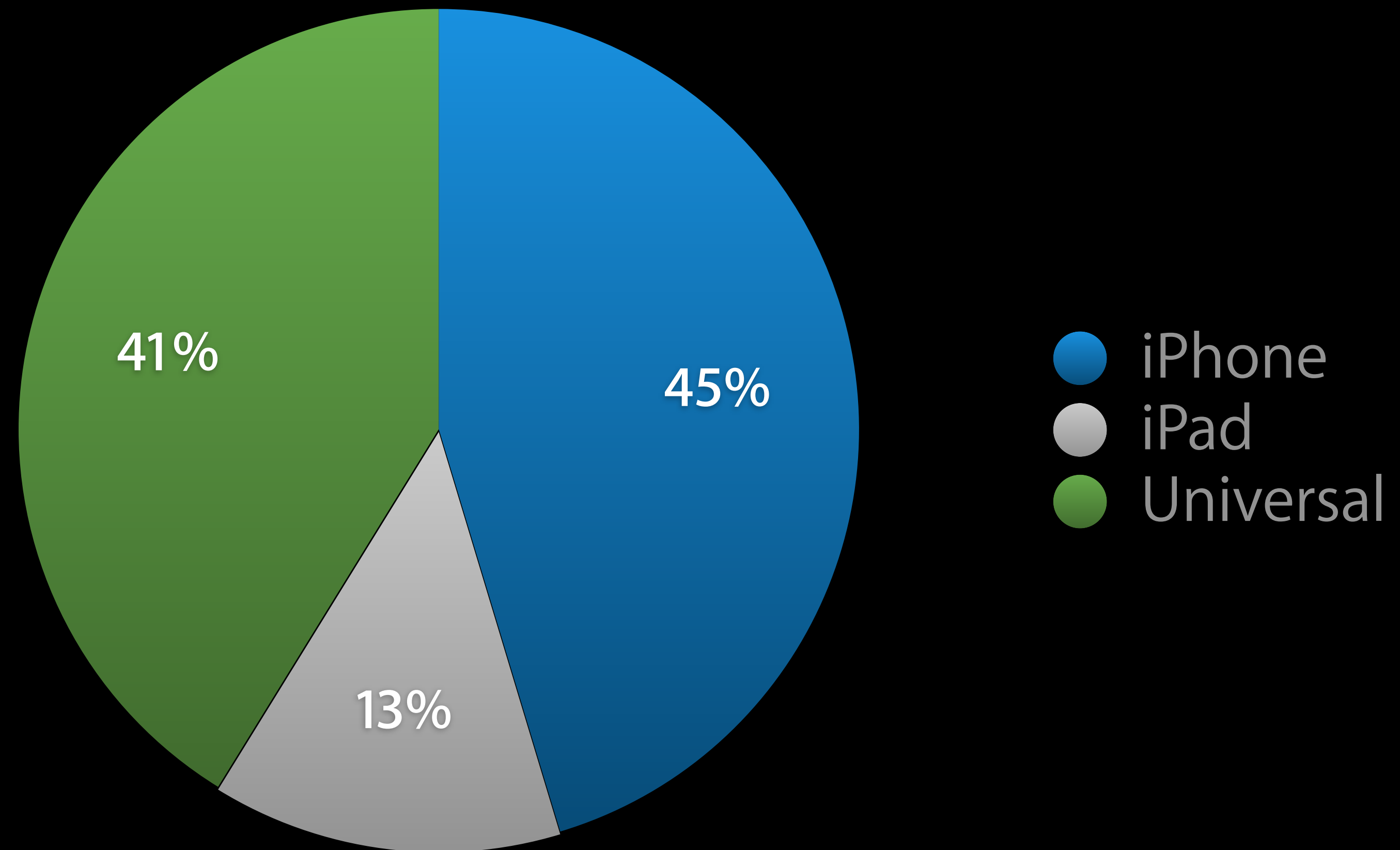
180,000

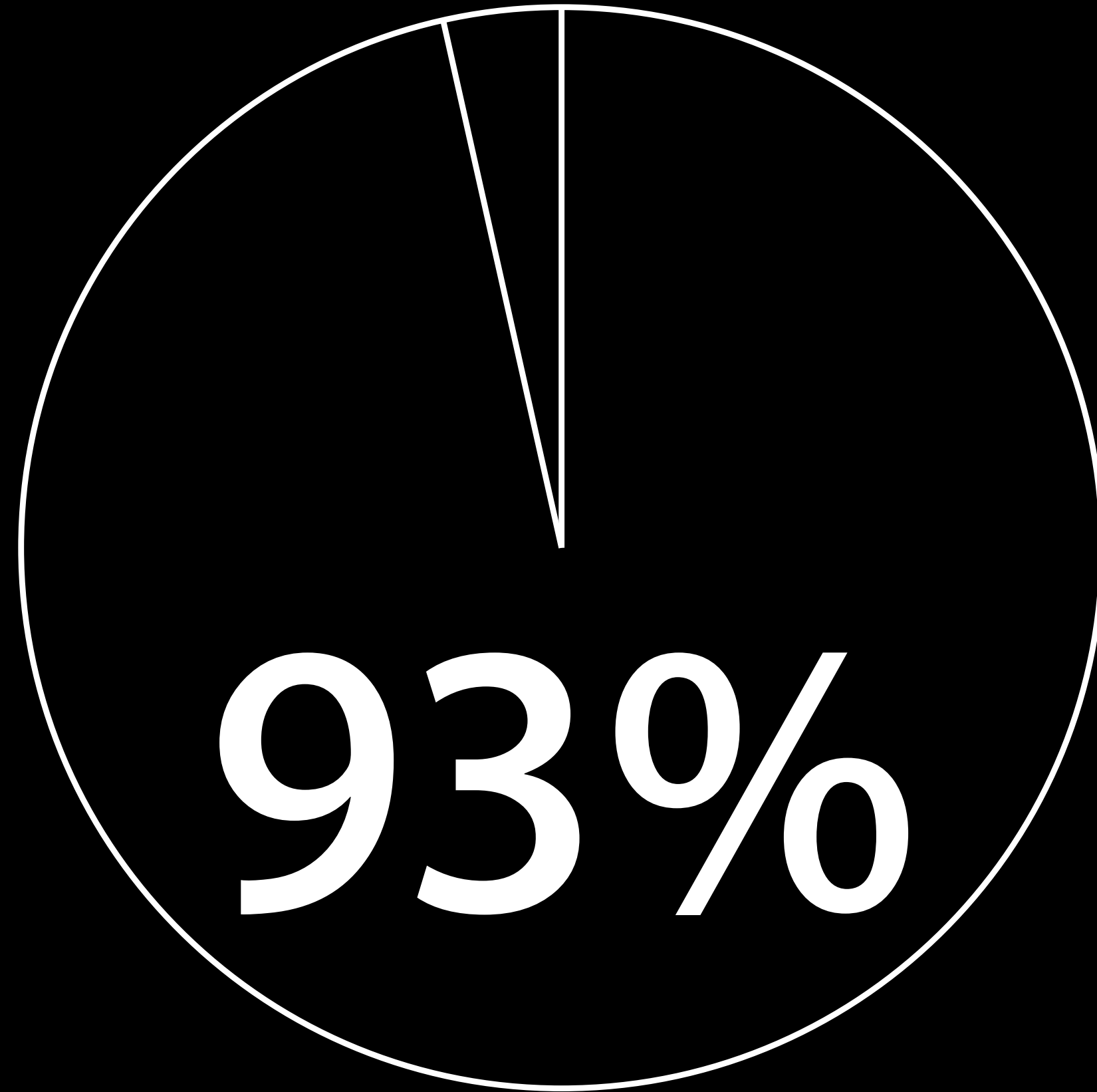
Games available

100,000

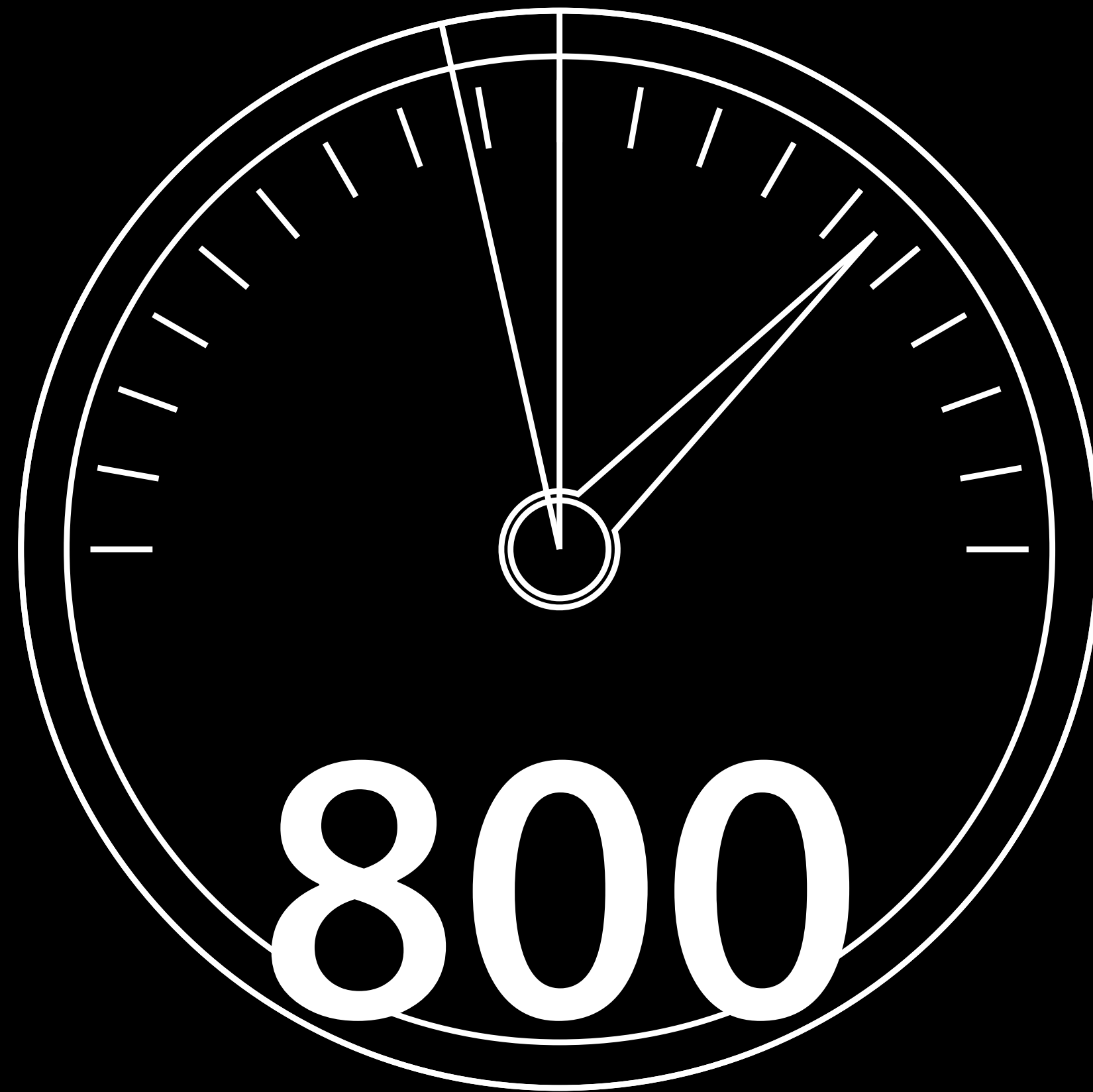
Games made for iPad

App Store Catalog by Type—Games Only





Apps downloaded monthly



Apps downloaded per second

Agenda

- Business update
- App Store overview
- Best practices
- Localization
- Getting featured

Agenda

- Business update
- App Store overview
- Best practices
- Localization
- Getting featured



61.3%

Countries
Apple's International Revenue



Nordics



UK/Ireland



Germany/Austria



Russia



Canada



United States



Mexico



Brazil



Belgium/Luxembourg



Netherlands



Switzerland



Spain



France



Italy



Turkey



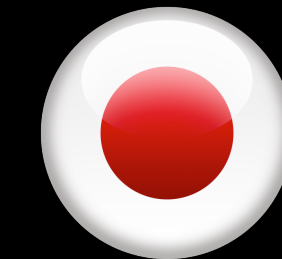
India



China



Korea

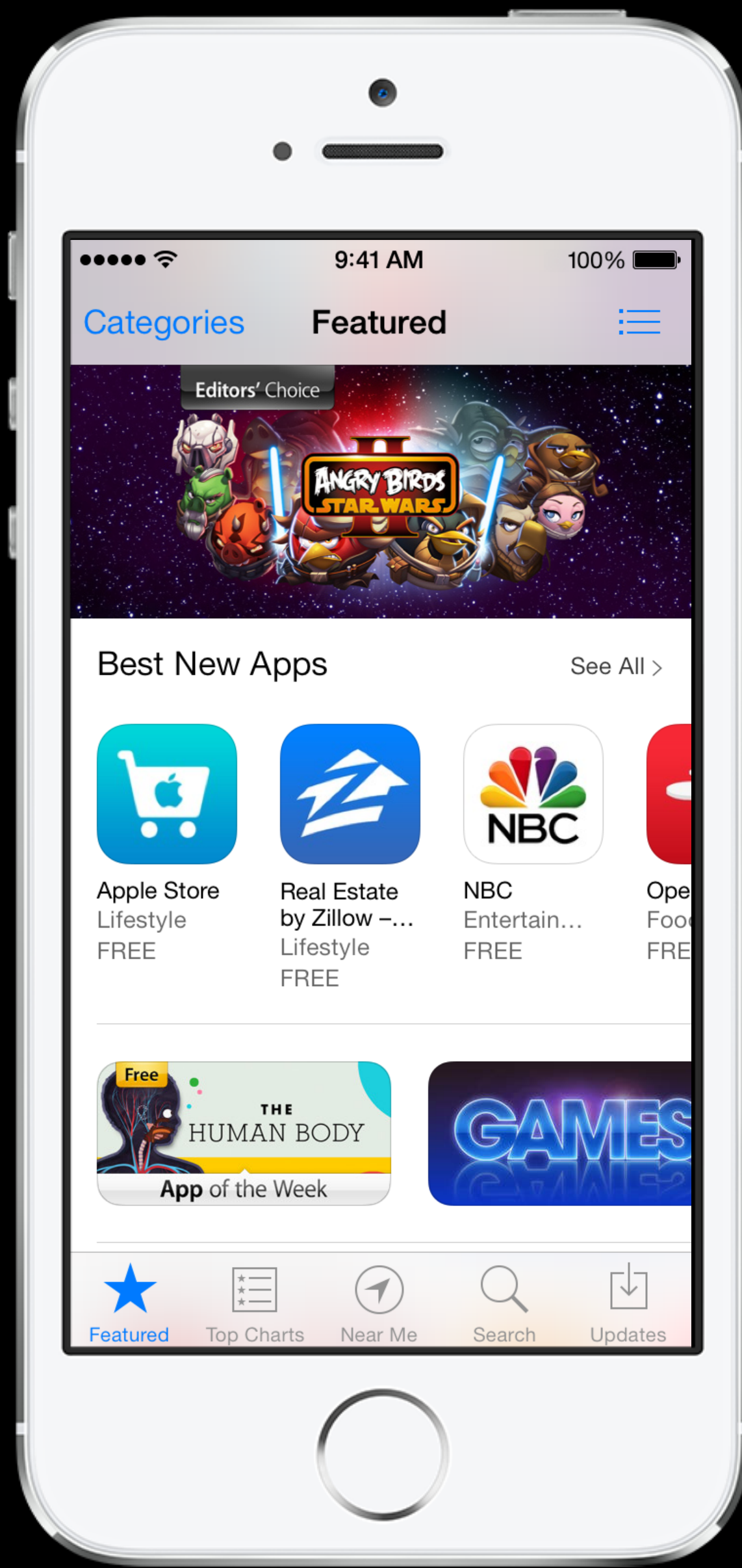


Japan

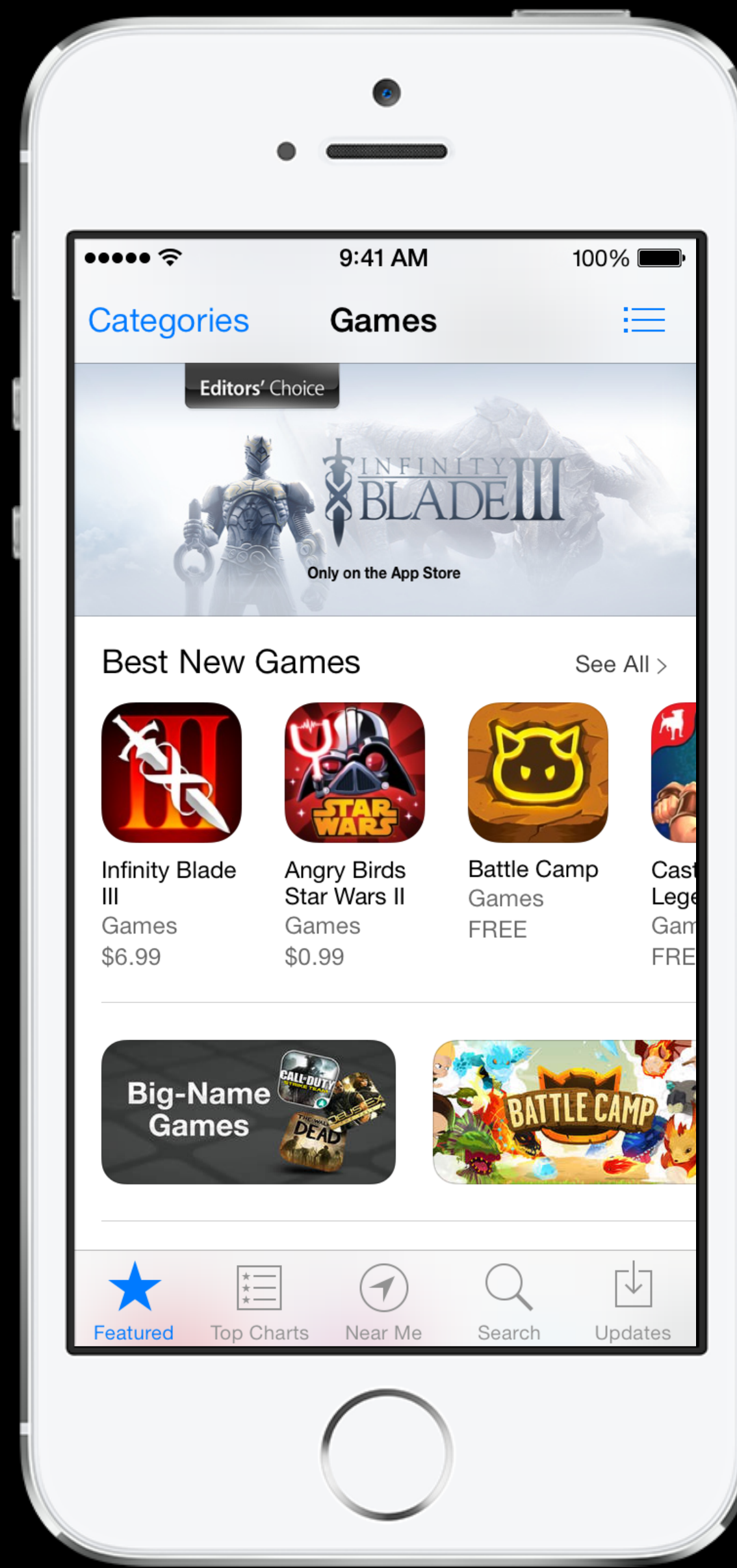


Australia/New Zealand

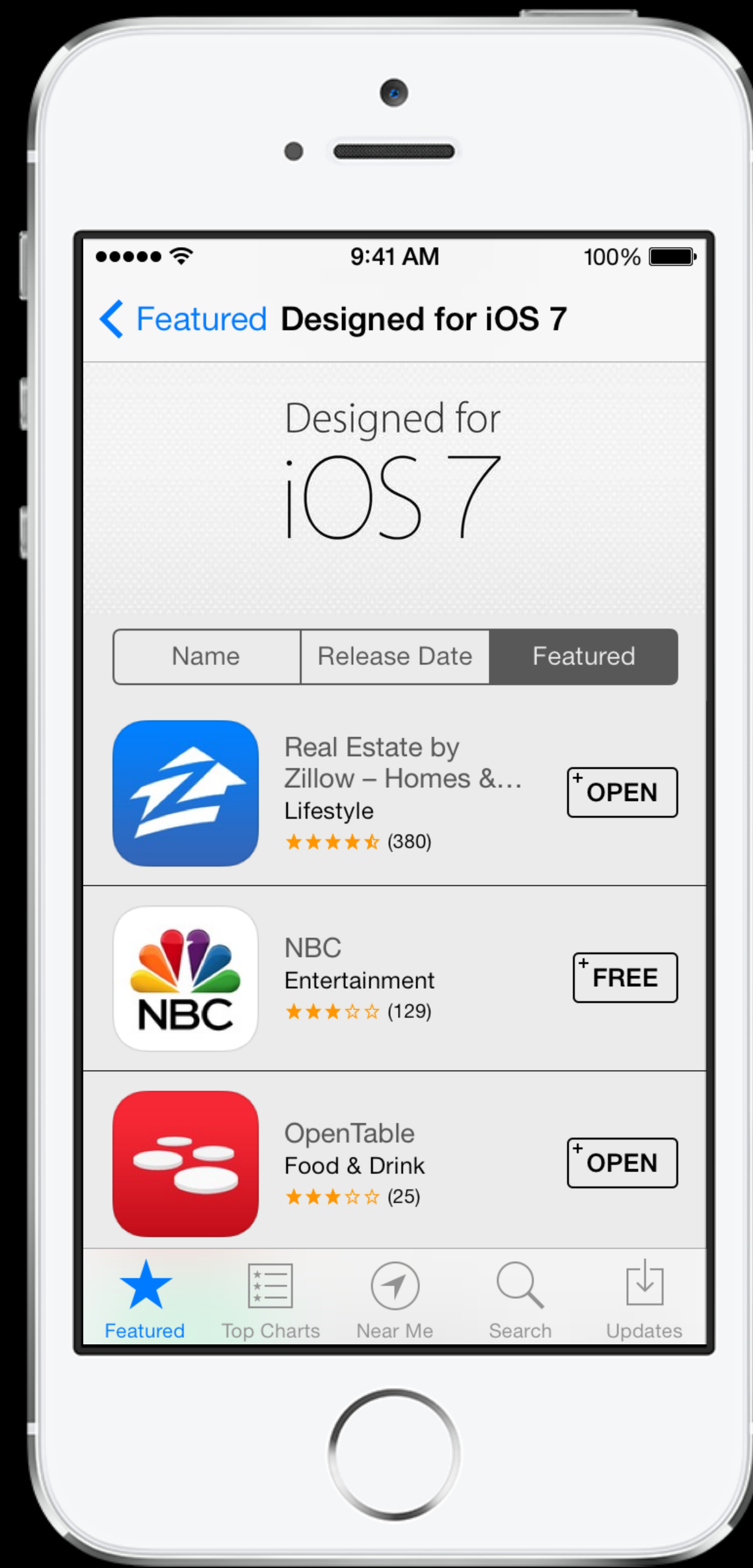
Help our customers
find great apps



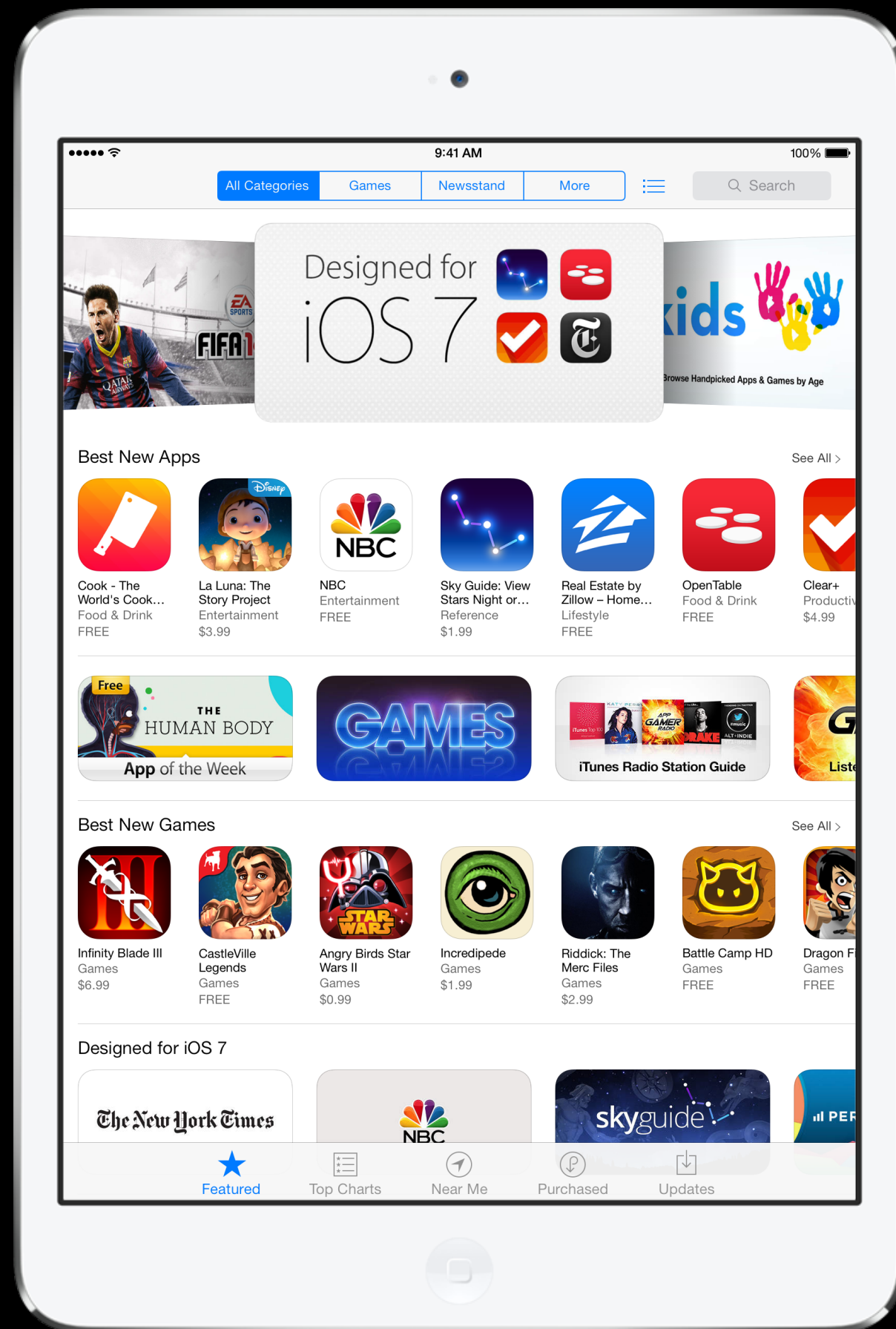
Featured Page



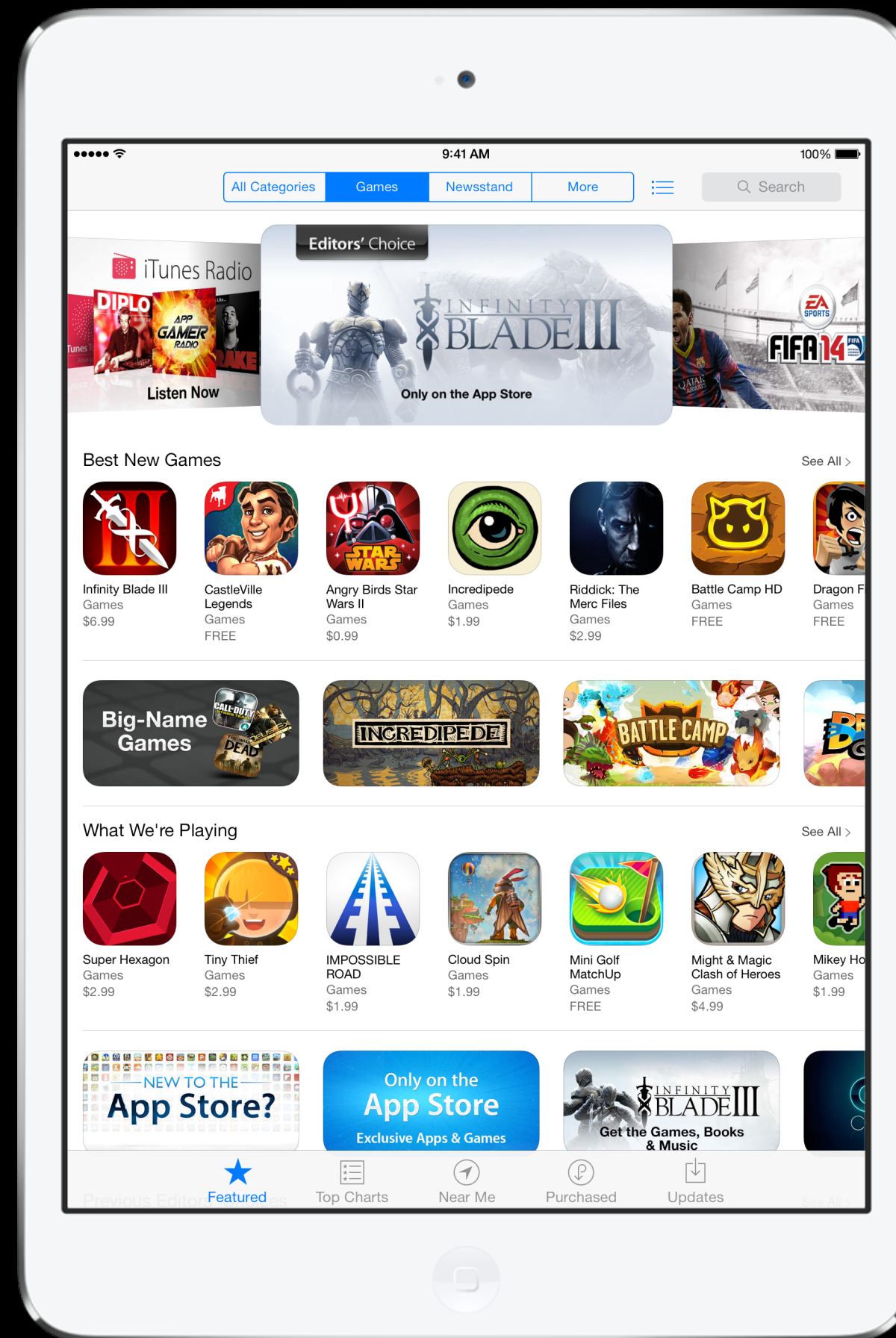
Category Pages (24)



Collections



Featured Page



Category Pages (24)



Collections

Editors' Choice



Only on the App Store

Editors' Choice



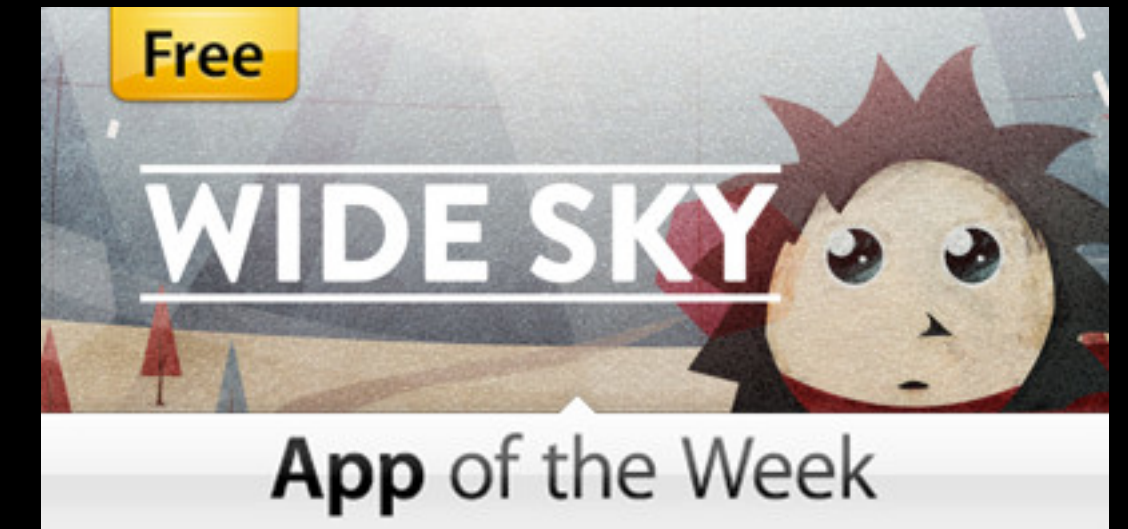
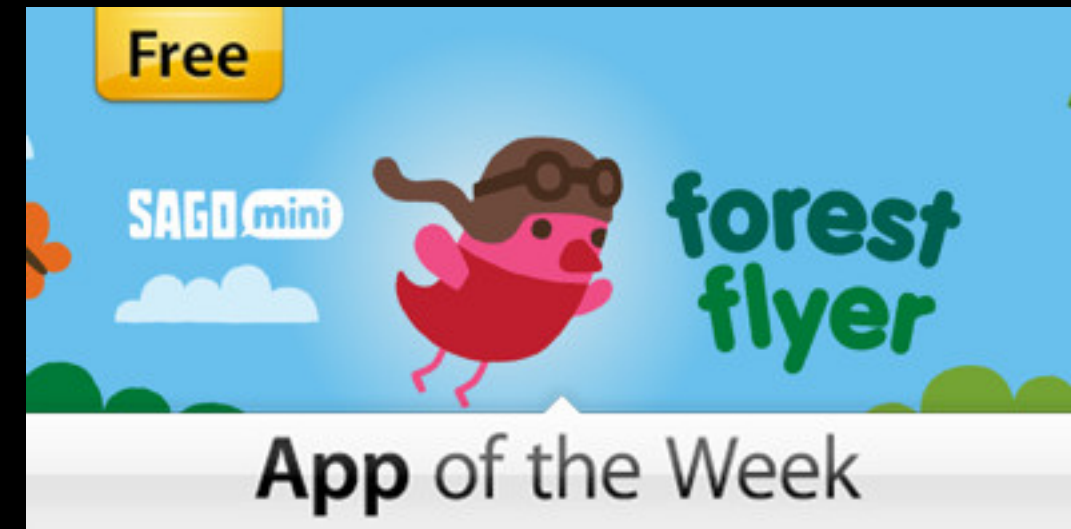
Editors' Choice

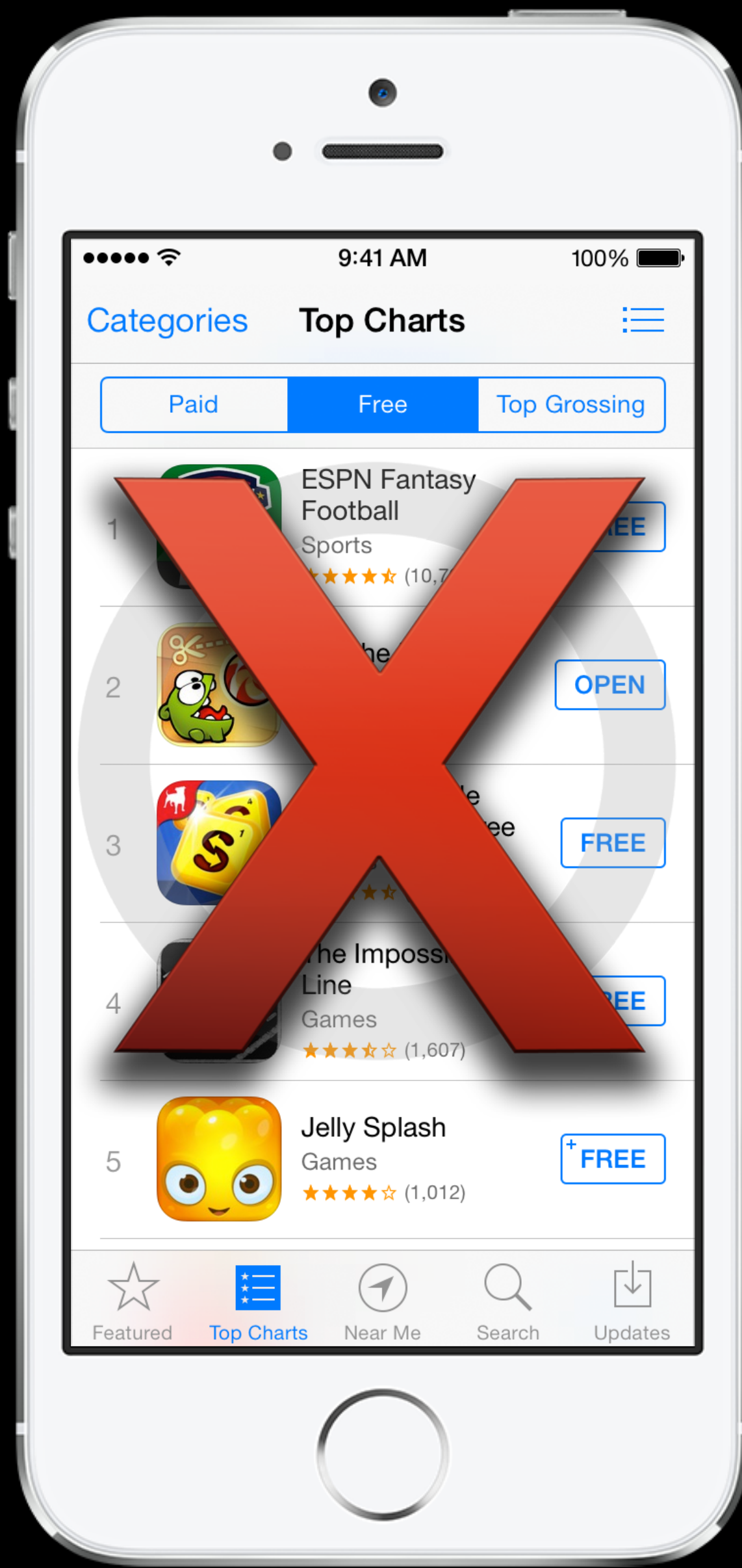


Editors' Choice

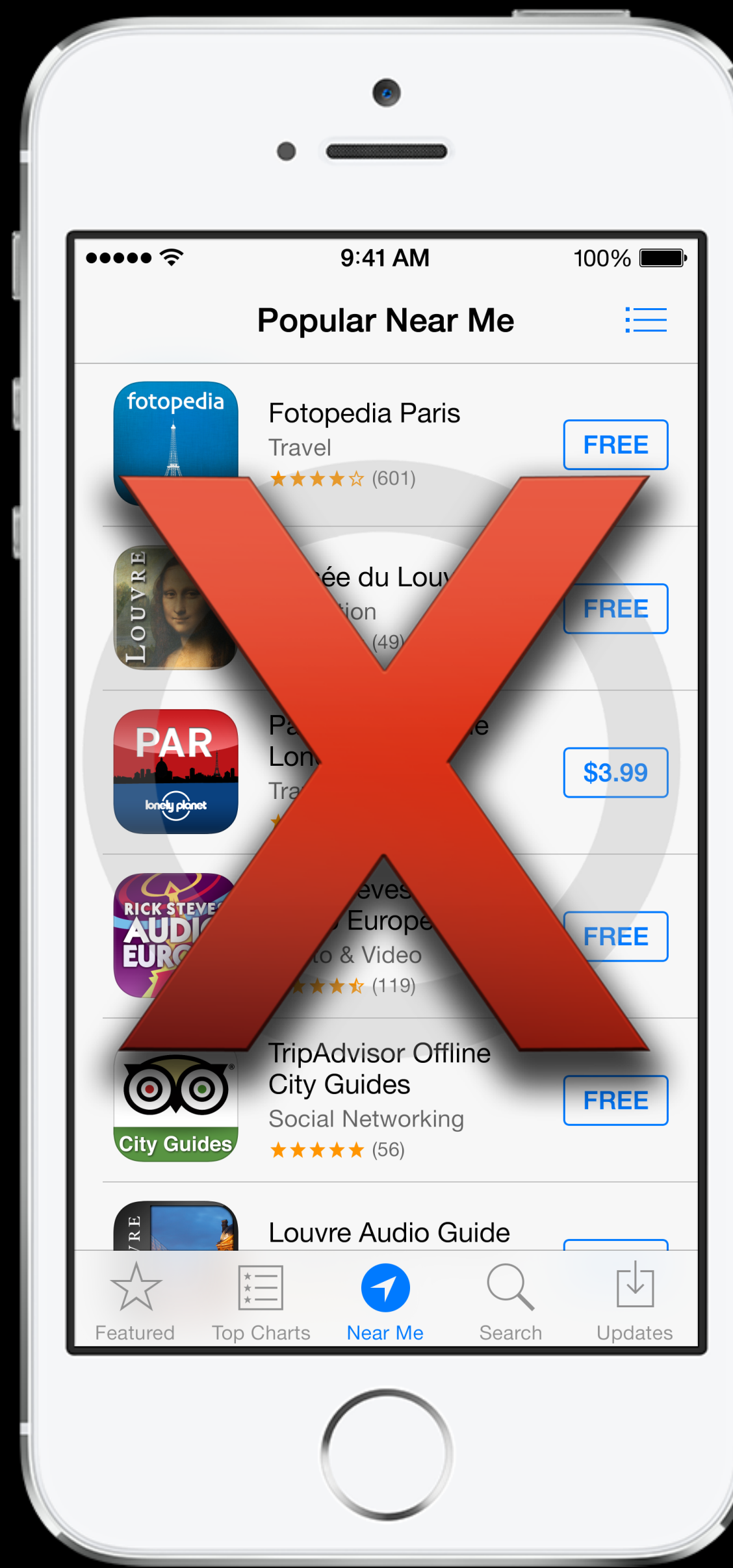
Disney
ANIMATED

Only on the App Store





Charts



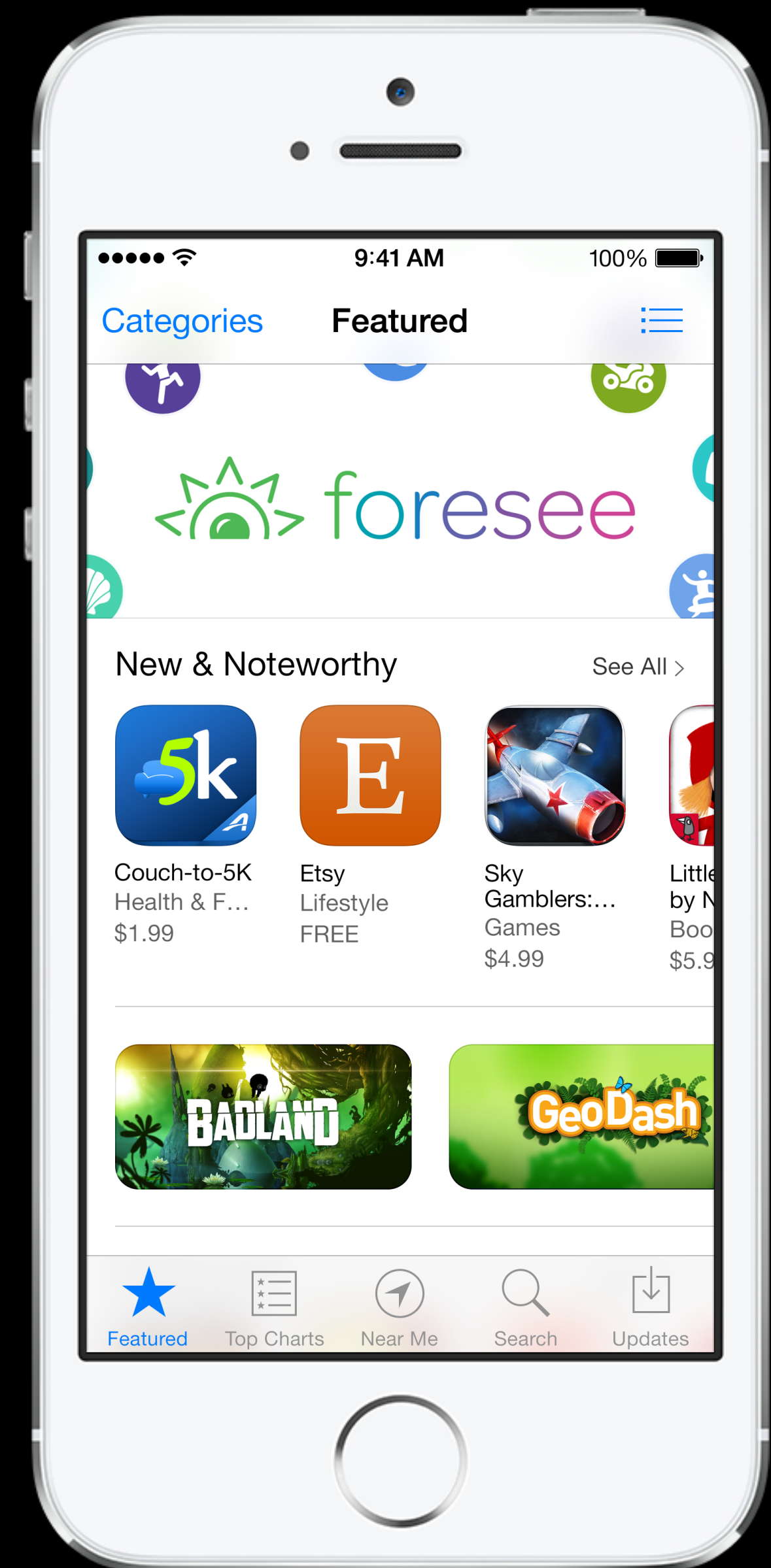
Near Me



Search Results

App Store Featured Placement

- Selections based on quality
- No paid placement
- Separate from App Review process
- Apps from all 24 categories considered
- Focus on new apps and apps with significant updates
- New content promoted weekly (Thursdays)



Agenda

- Business update
- App Store overview
- Best practices
- Localization
- Getting featured

Agenda

- Business update
- App Store overview
- Best practices
- Localization
- Getting featured

App Store Presence

App Name and App Icon

- Clash of Clans



Screenshots

Clash of Clans



App Description

•Clash of Clans



Description

Lead your clan to victory! Clash of Clans is an epic combat strategy game. Build your village, train your troops and battle with thousands of other players online!

PLEASE NOTE! Clash of Clans is completely free to play, however some game items can also be purchased for real money. If you don't want to use this feature, please disable in-app purchases in your device's settings.

Sample Keywords

App Store Presence

- Name
- Icon
- Screenshots
- Description
- Keywords

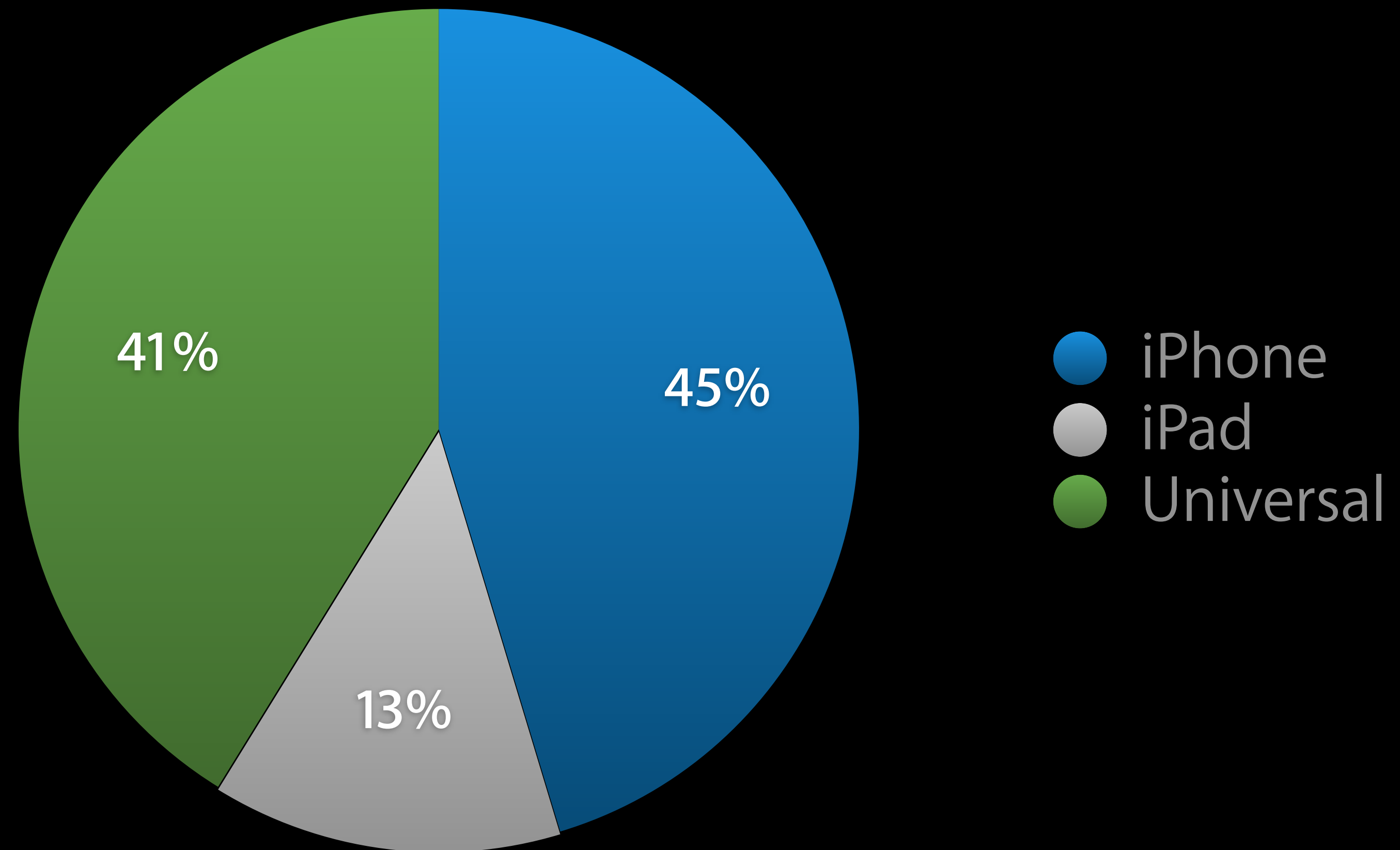


Business Model

Build a universal app



App Store Catalog by Type—Games Only



Choose the right business
model for your product

Free



Paid



Paymium



Freemium

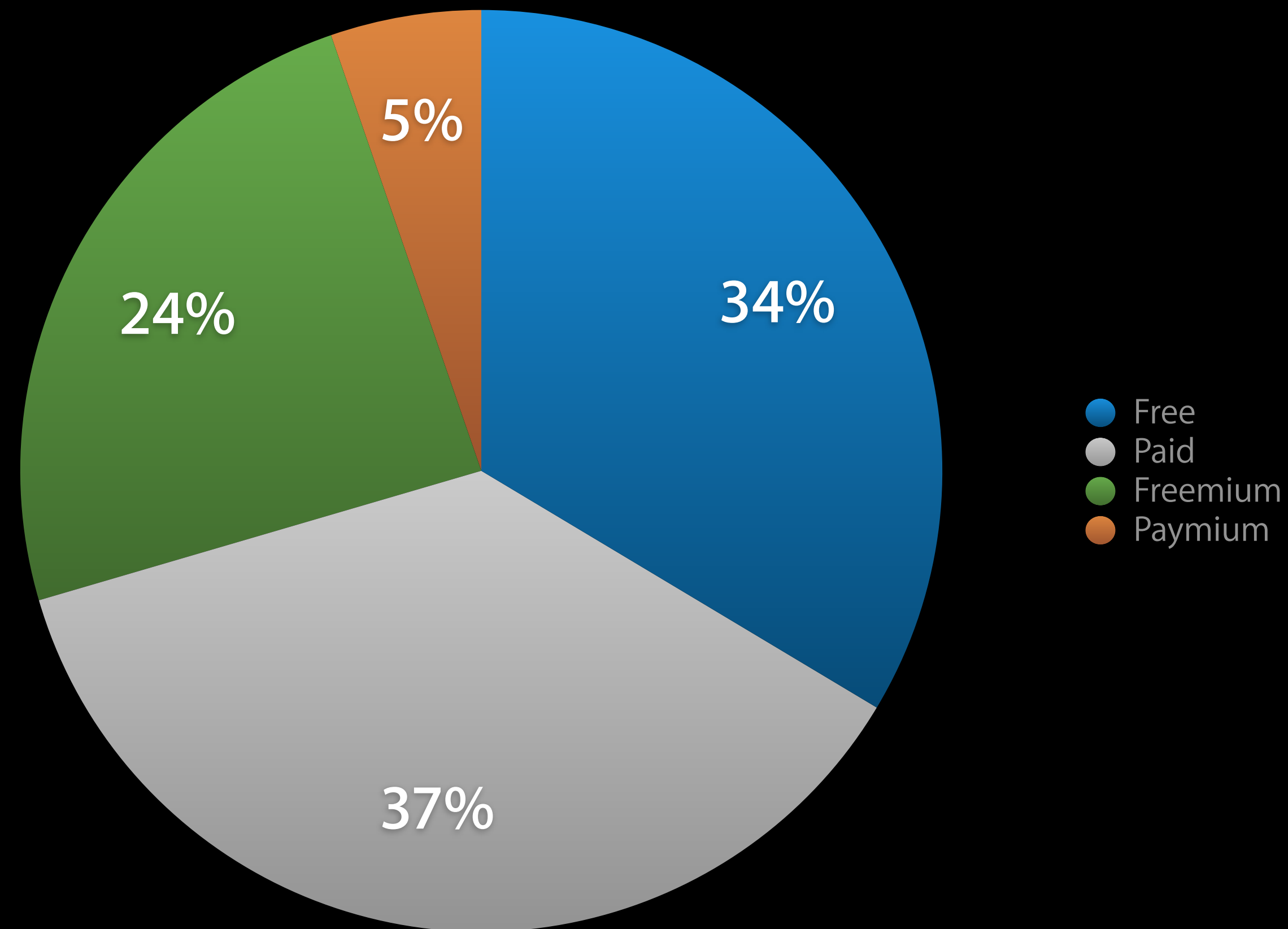
Freemium

A **business model** where a product or service is provided **for free**, but **money** is charged for **advanced features, functionality, or virtual goods**.

Freemium Examples



App Store Catalog by Business Model—Games Only



Is Freemium the right
business model?

**What are your target
market's expectations?**

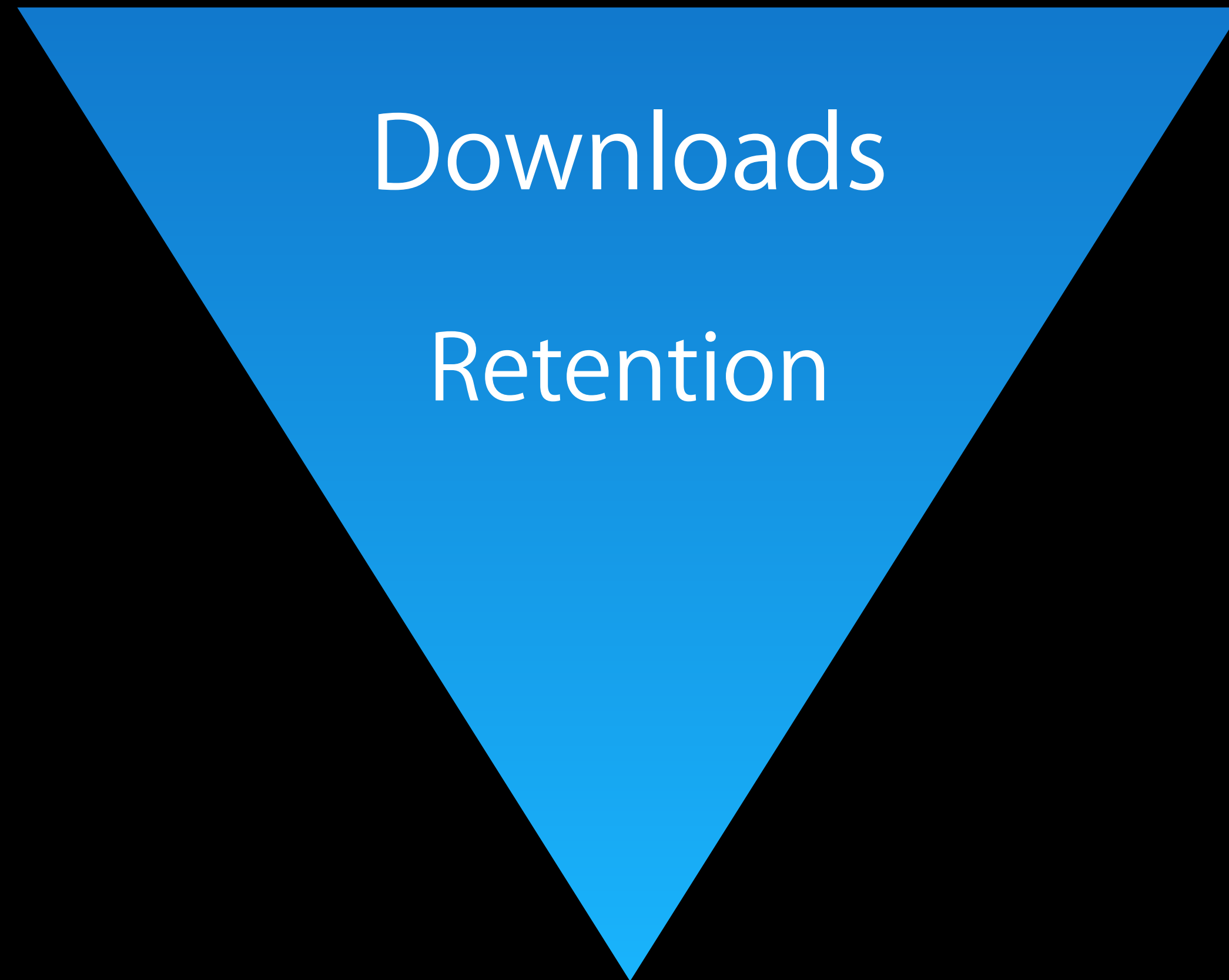
Freemium Funnel

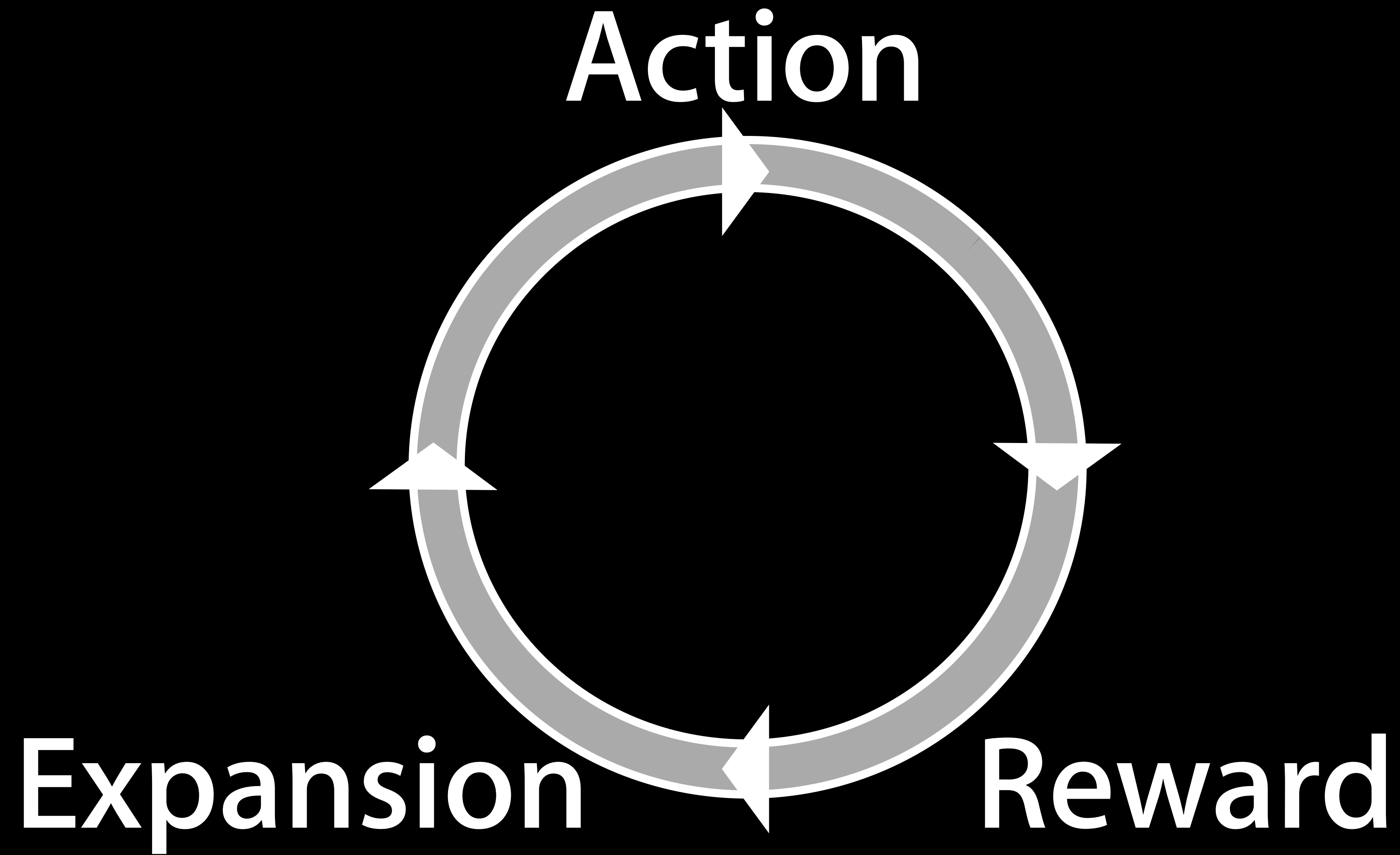


Downloads

Can you segment the
experience between
free and paid?

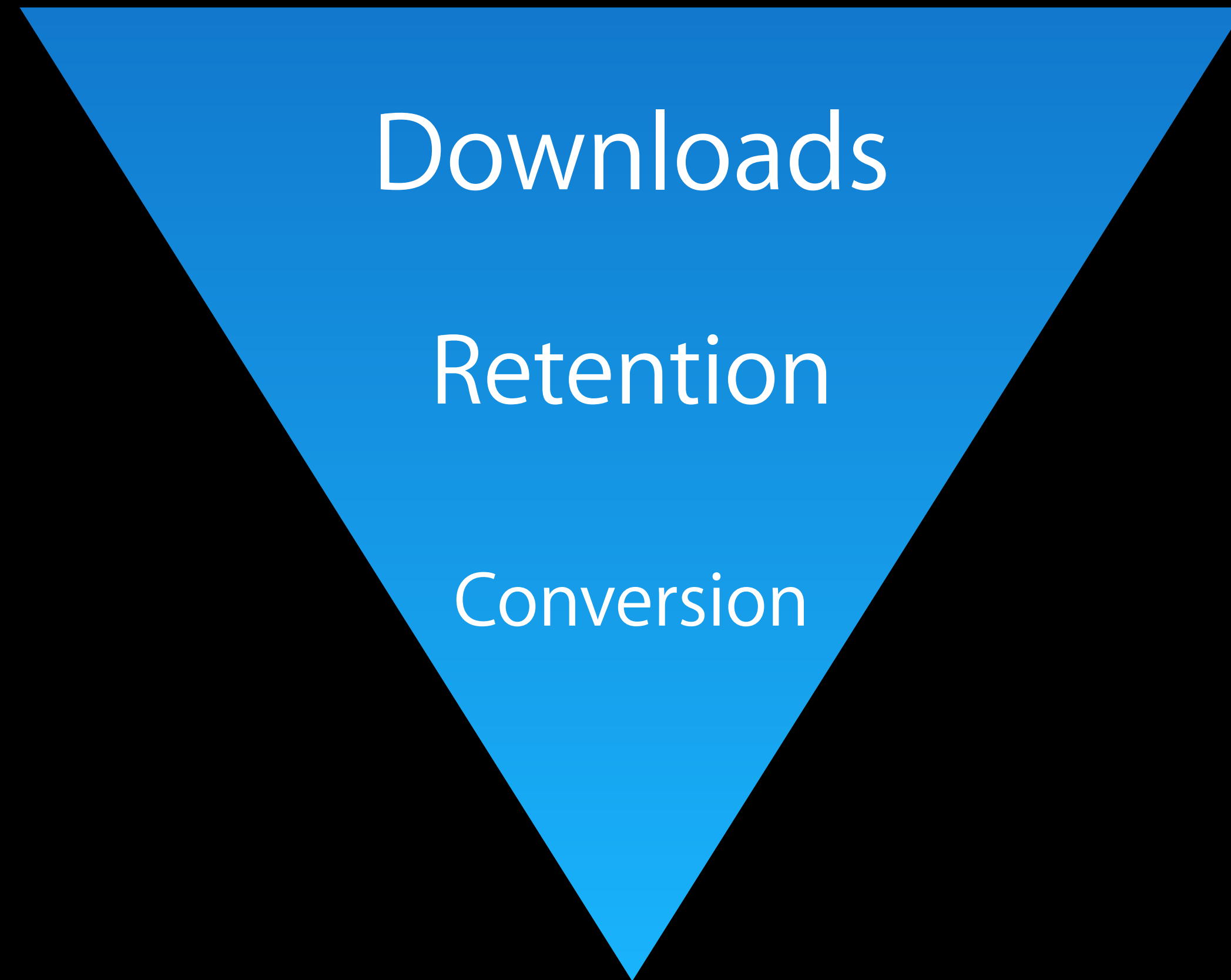
Freemium Funnel





Do you have a plan to
create lasting value?

Freemium Funnel



Next steps

Freemium Best Practices

- Identify and focus on your target market
- Prioritize engagement before monetization
- Incorporate business model into product design
- Track your metrics
 - Downloads
 - Retention
 - Conversion
- Treat your game as a service
- Protect and respect customers



Pricing

Price thoughtfully and
competitively

Consider price
promotions

Last Steps Before Launch

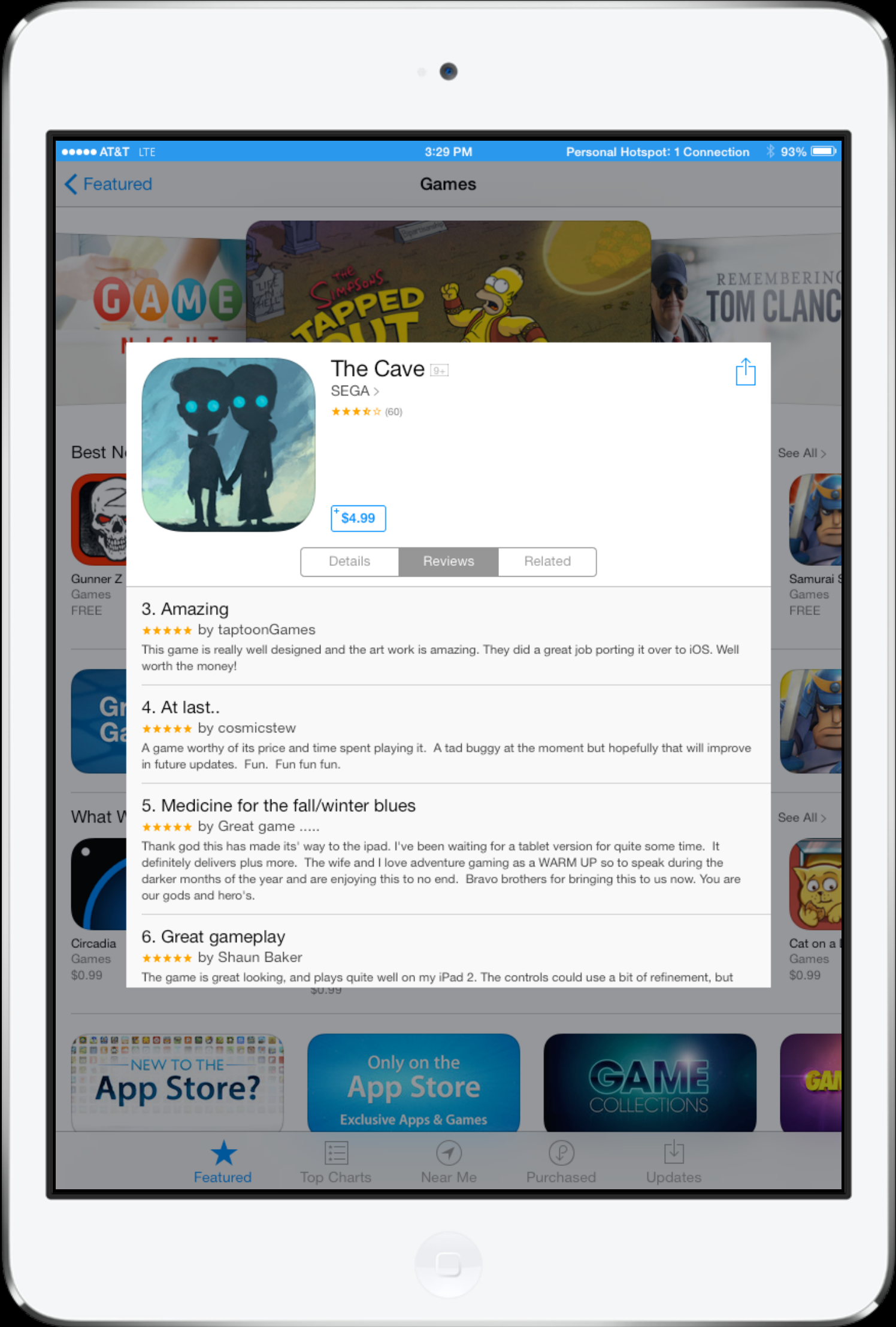
Interaction with Apple

- Communicate with Apple
 - AppStorePromotion@apple.com
 - AppoftheWeek@apple.com
- Plan for App Review to take time
- Have a marketing plan



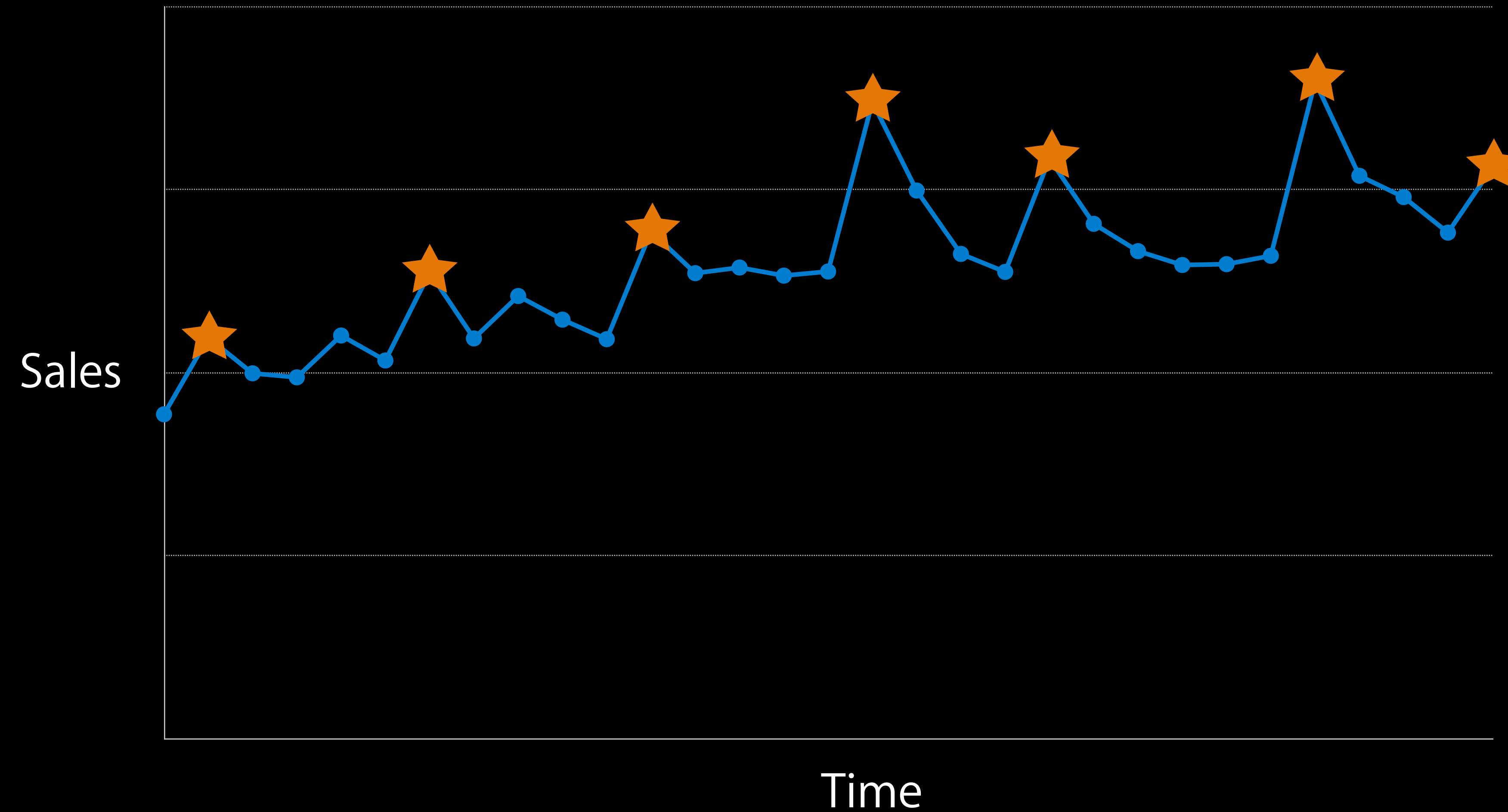
After Launch

Monitor Ratings and Reviews

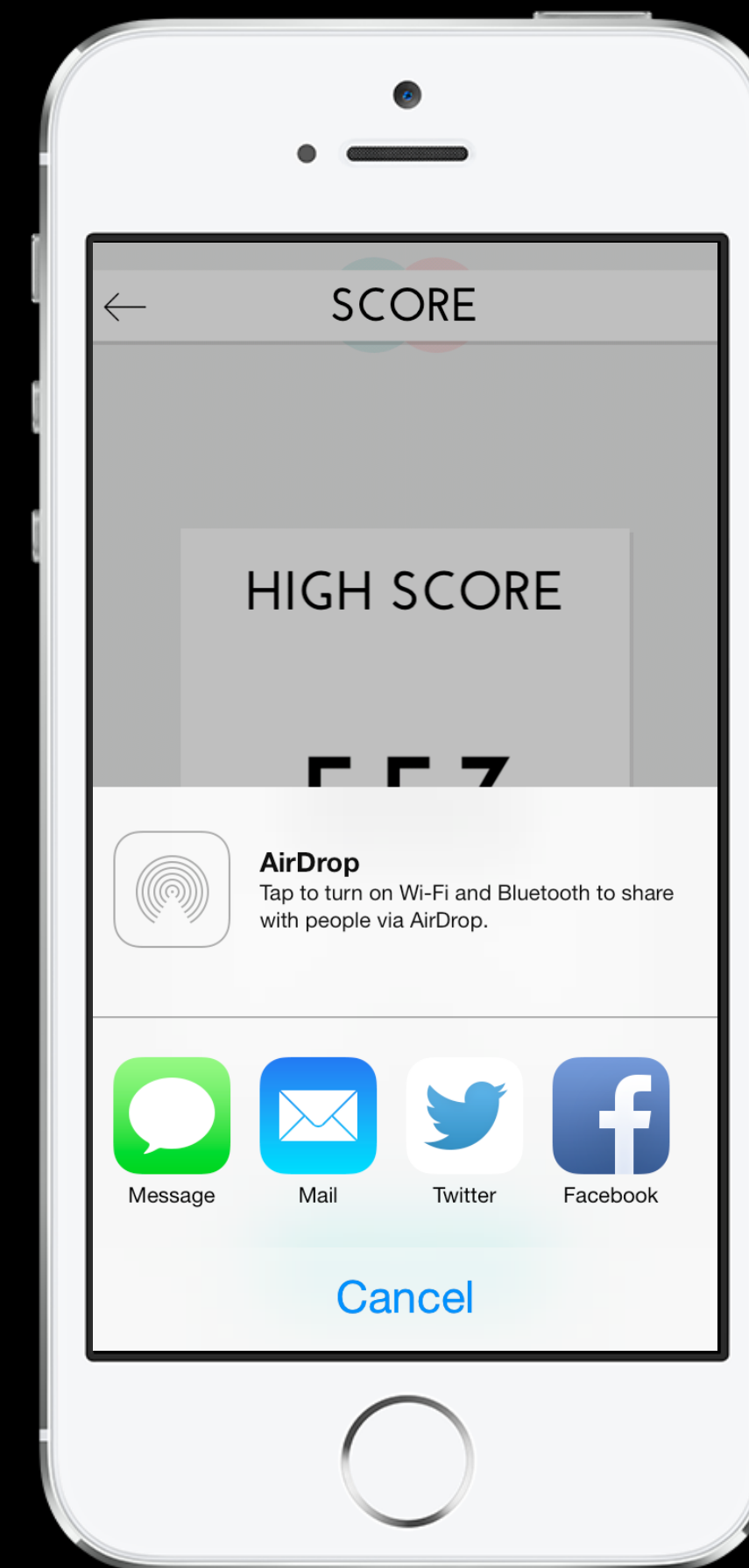
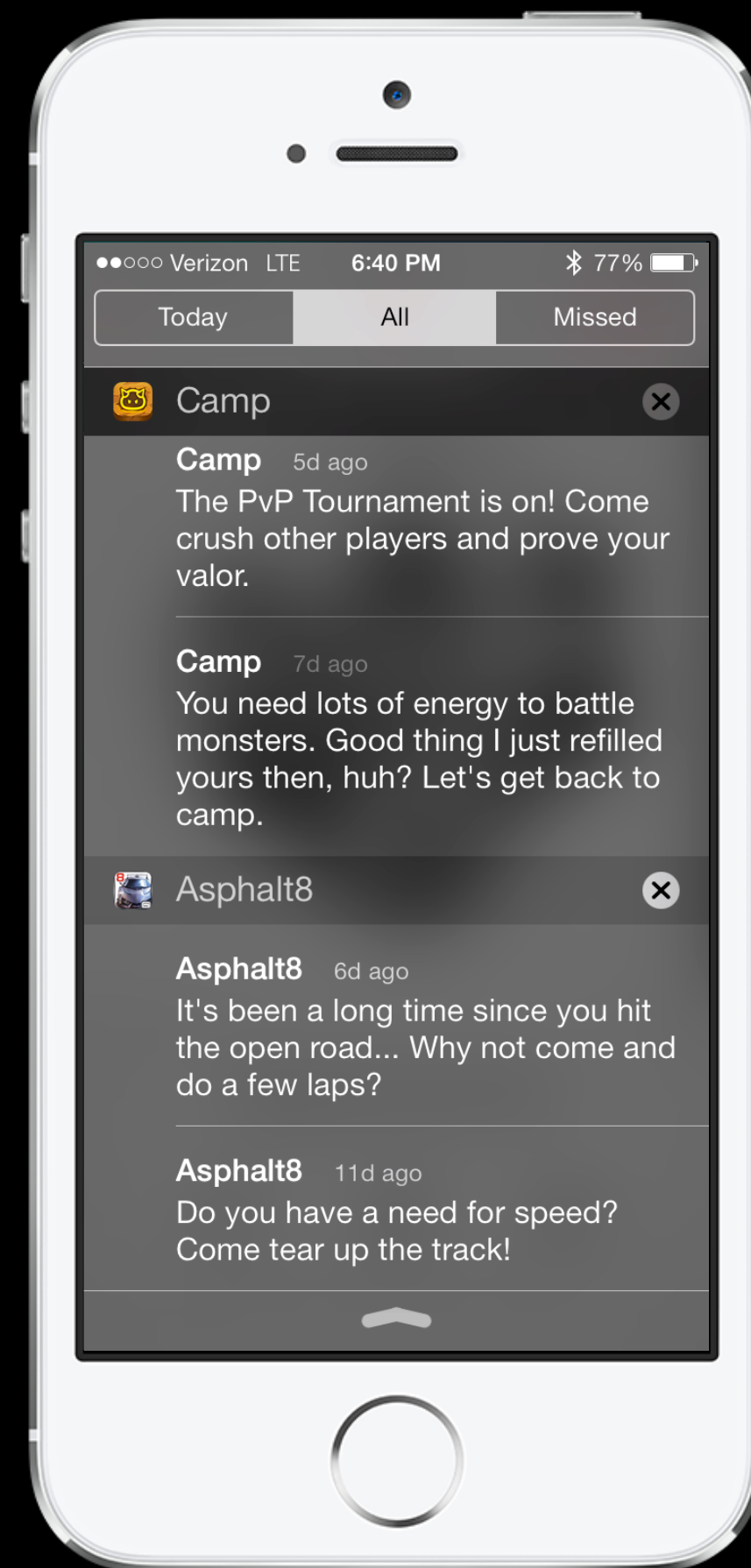


Update Your Apps

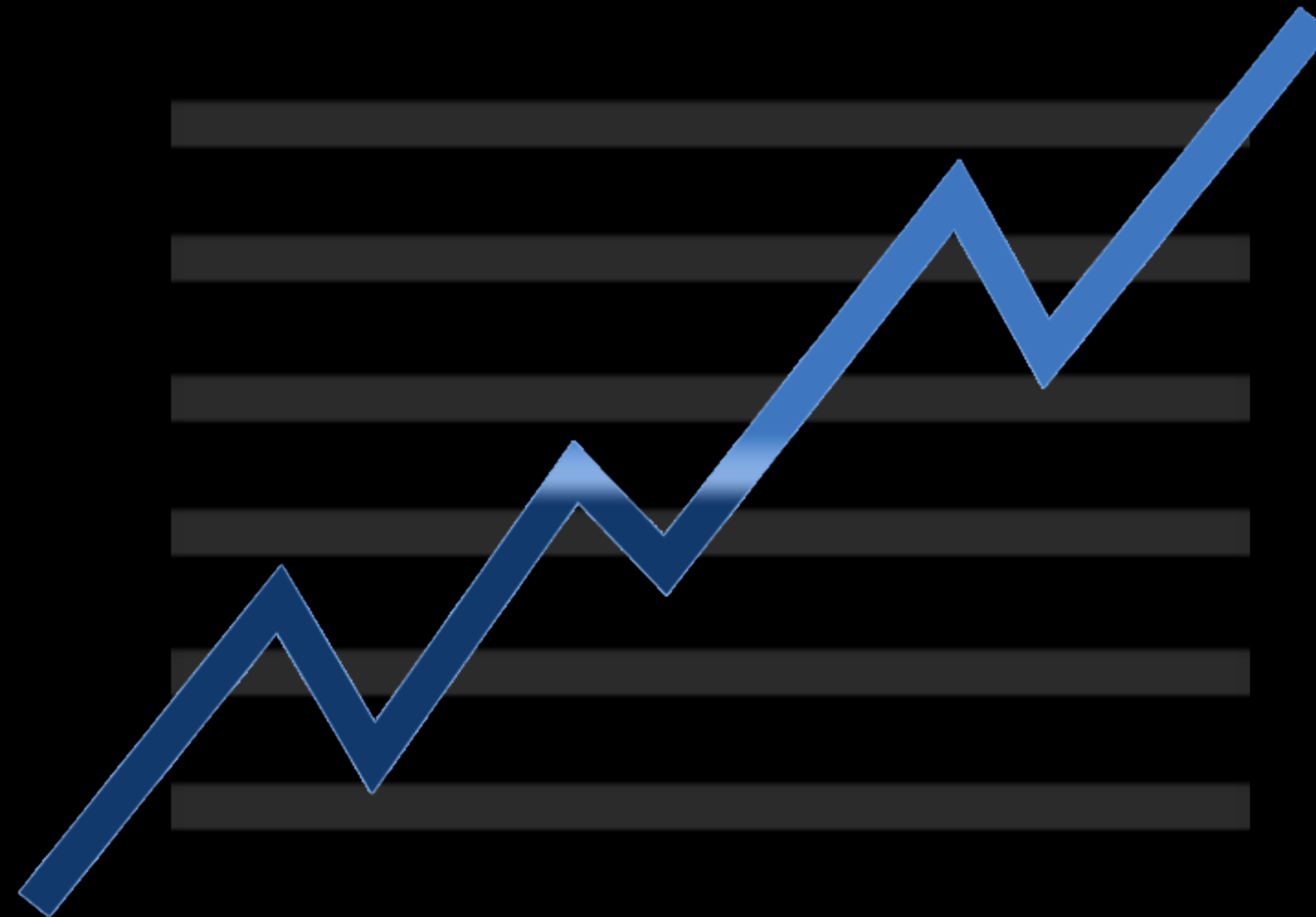
- Clash of Clans



Use Push Notifications and Sharing



Monitor Your Sales and Trends



Agenda

- Business update
- App Store overview
- Best practices
- Localization
- Getting featured

Agenda

- Business update
- App Store overview
- Best practices
- Localization
- Getting featured



155

Countries

Think Globally

Be Local

What to Localize

Prépare-toi à rejoindre Swampy, Allie, et Cranky dans leur **TOUTE NOUVELLE** aventure passionnante!

La suite du passionnant jeu de casse-têtes de Disney basé sur les lois de la physique est enfin arrivée! Mais, où est Swampy? 2! de barque avec trois nouveaux lieux: les égouts, la savonnerie, et la plage. Mieux encore, tous les casse-têtes sont gratuits! Élimine la crasse et guide l'eau fraîche, l'eau violette, et la vapeur pour aider Swampy et ses amis!



What to Localize

- App name
- App description
- App screenshots
- App contents



Culturalize

Culturalize

Recommended Languages

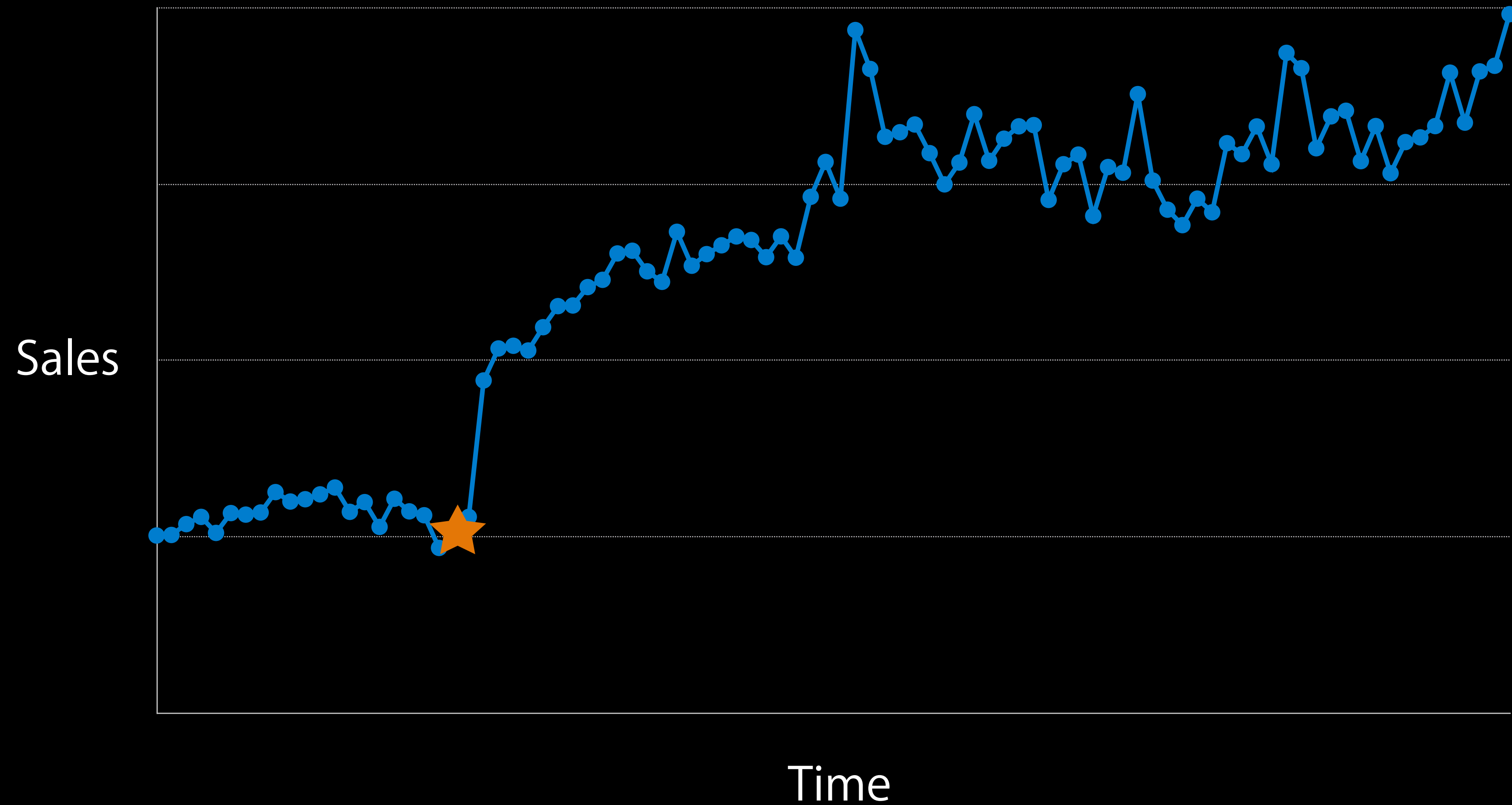
English, French, Italian, German, Spanish

Japanese, Korean, Traditional Chinese, Simplified Chinese

Brazilian Portuguese, Russian, Turkish, Arabic

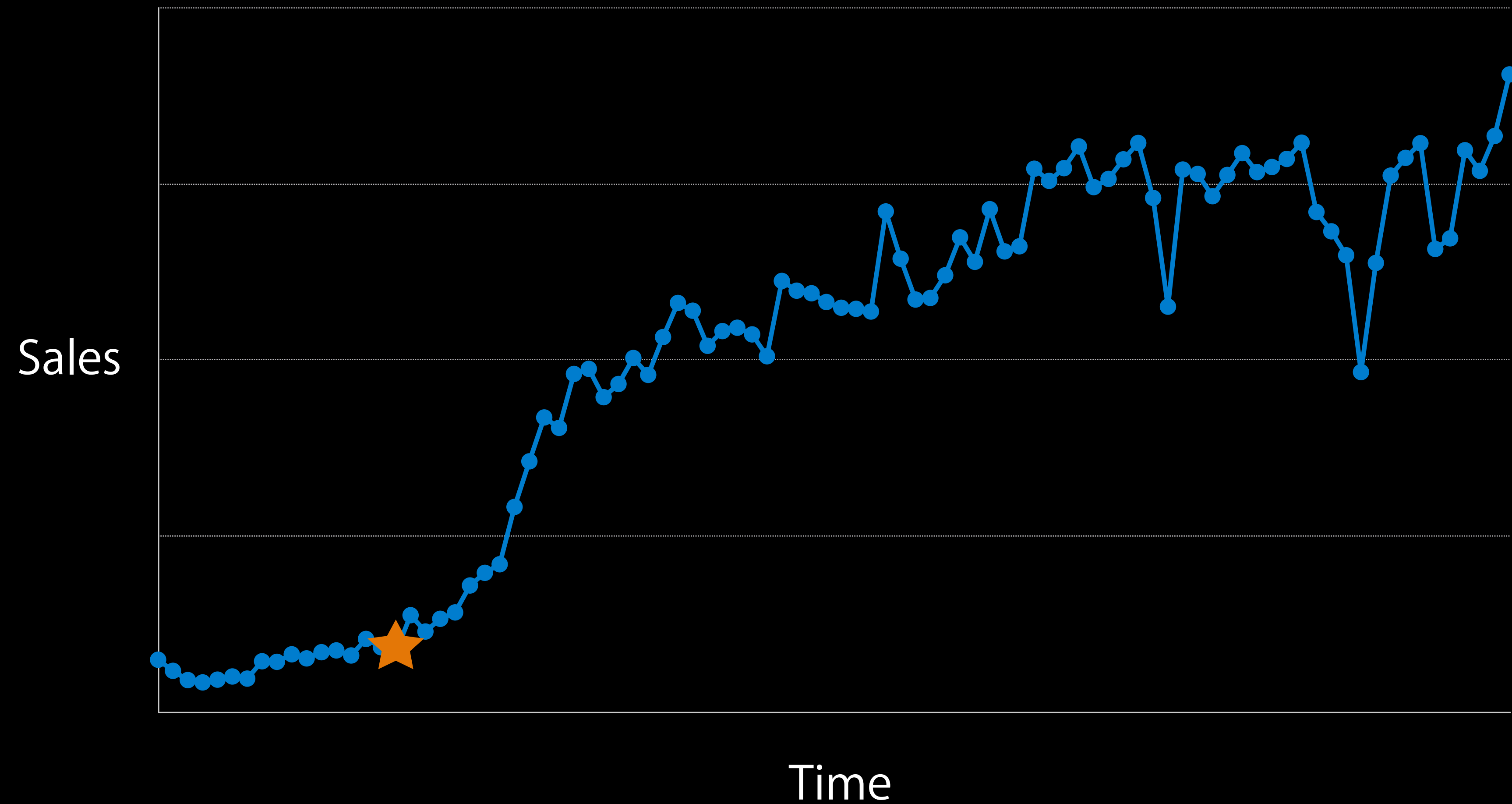
Impact of Localization

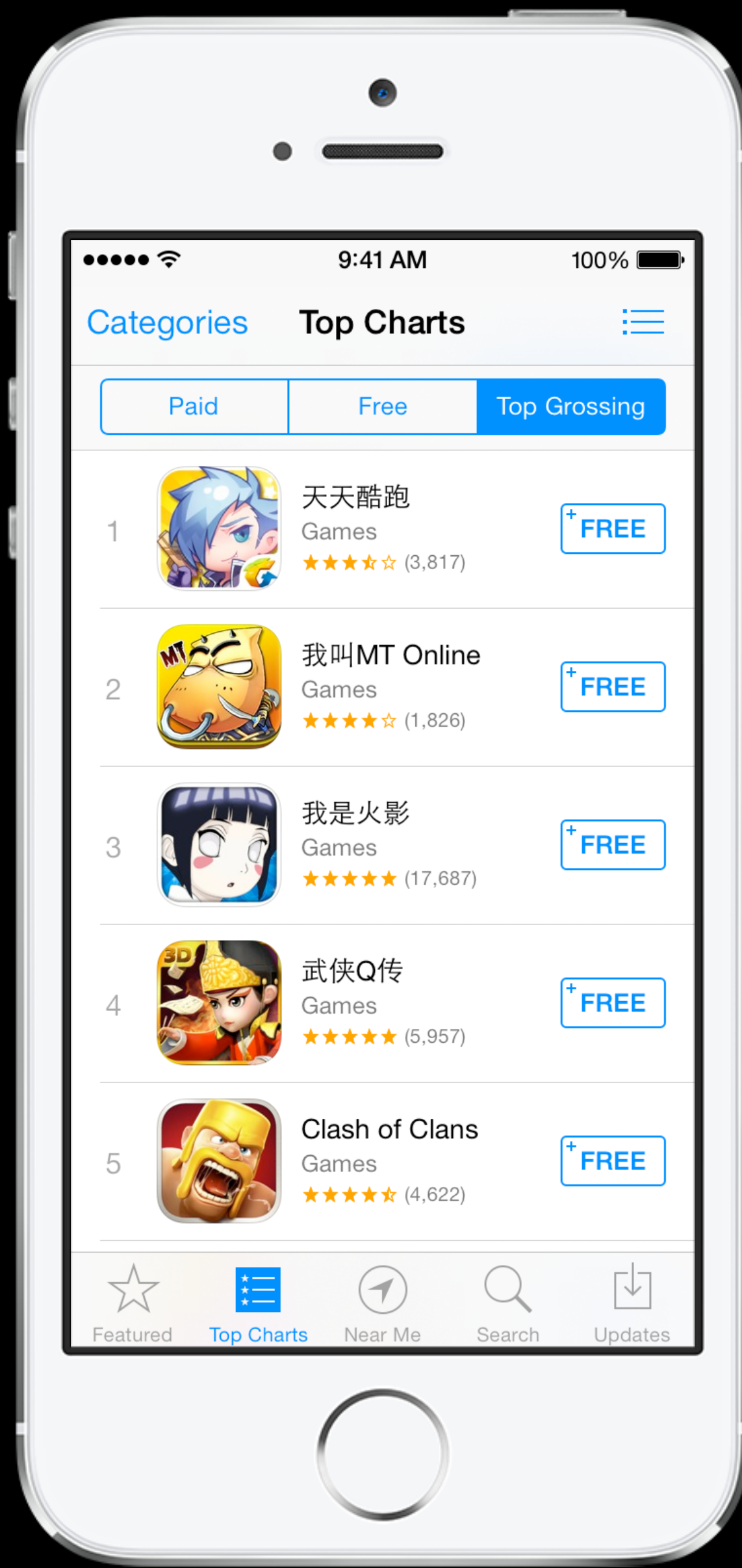
- Clash of Clans—Chinese localization



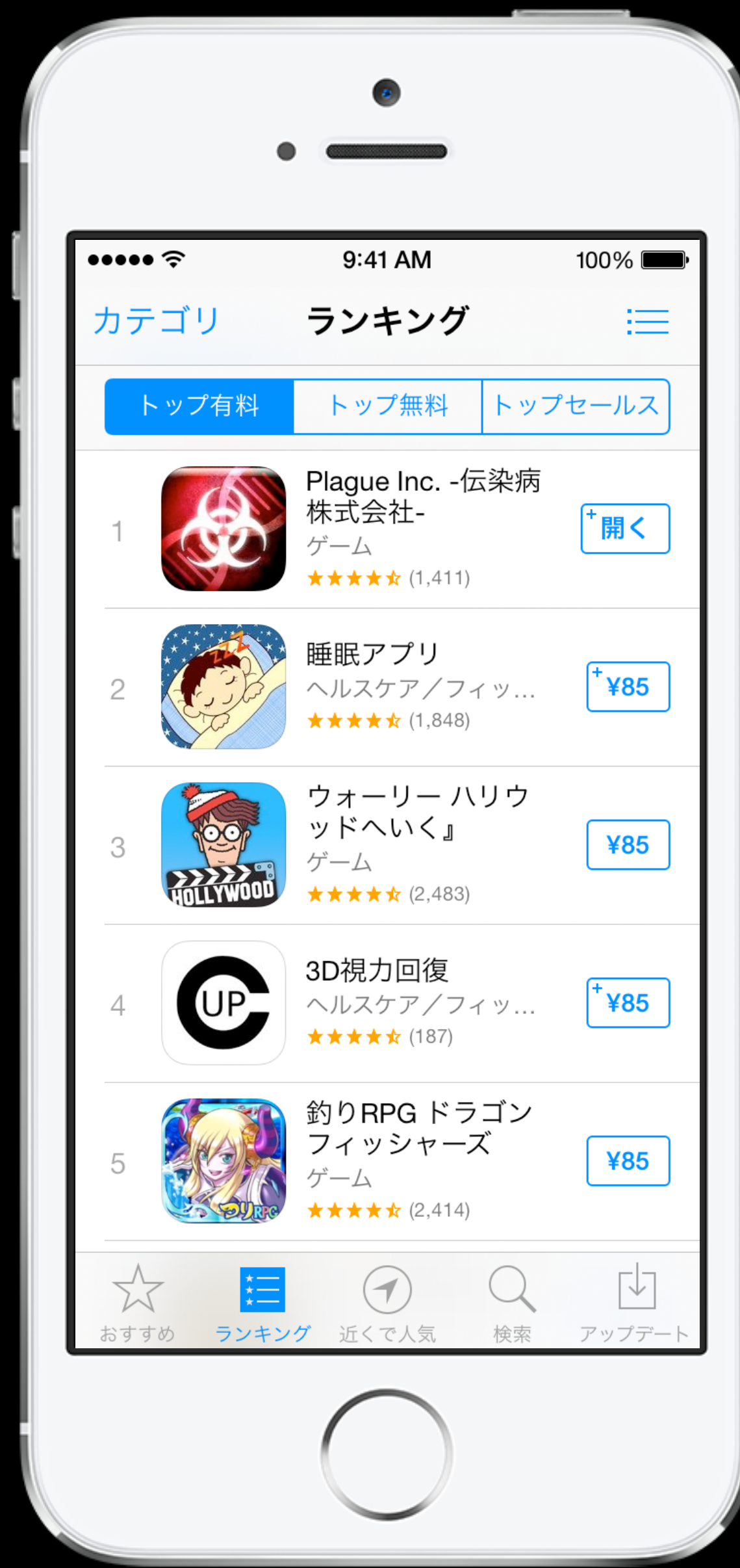
Impact of Localization

- Clash of Clans—Japanese localization

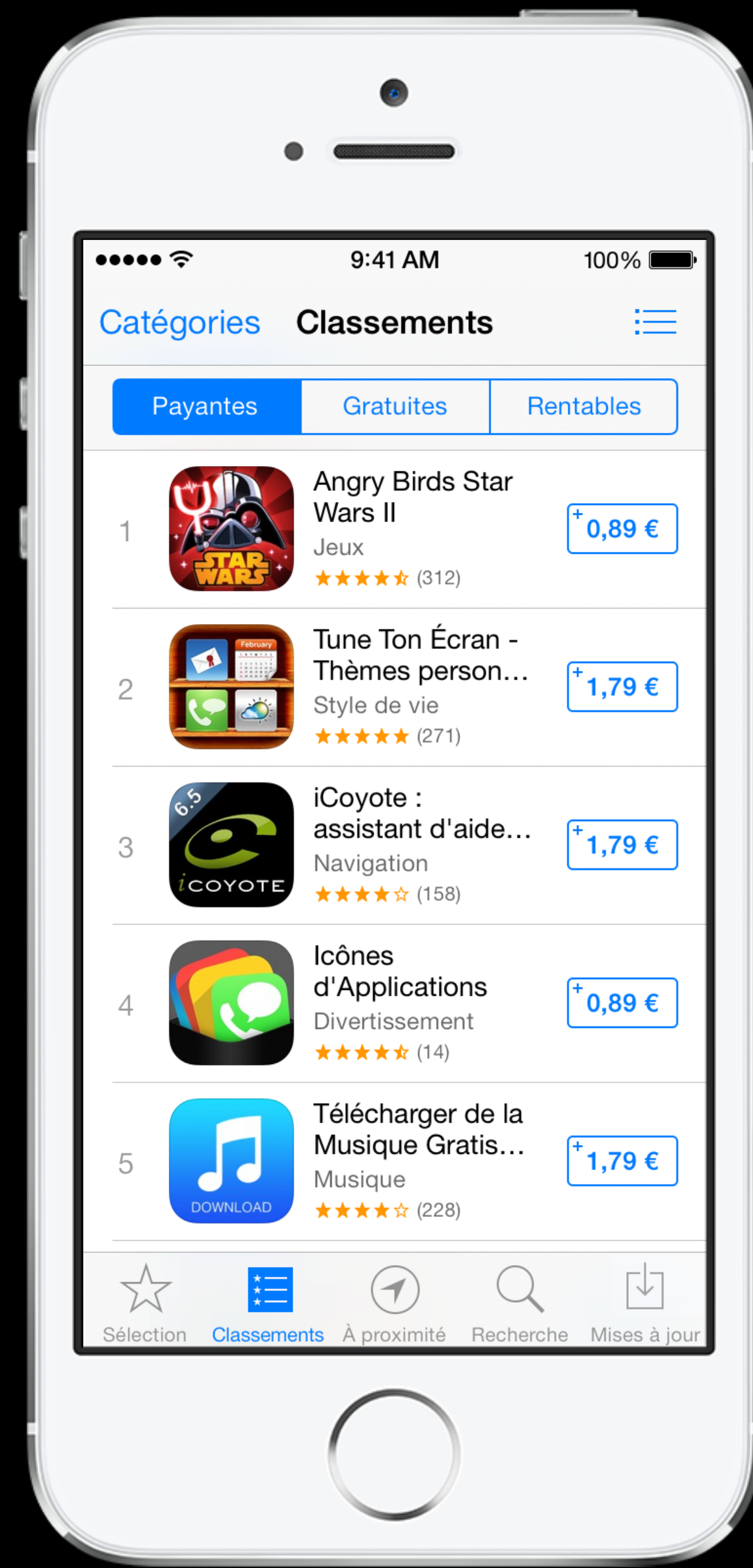




China



Japan



France

Think Globally

Be Local

developer.apple.com/internationalization

Build Apps for the World

Your app deserves a global audience. Distribute apps in more than 150 countries. Localize apps for more than 40 languages. iOS and OS X make it easy.



[Overview](#) | [Preparing Your App](#) | [Programming Resources](#) | [Third Party Localization Vendors](#)

Agenda

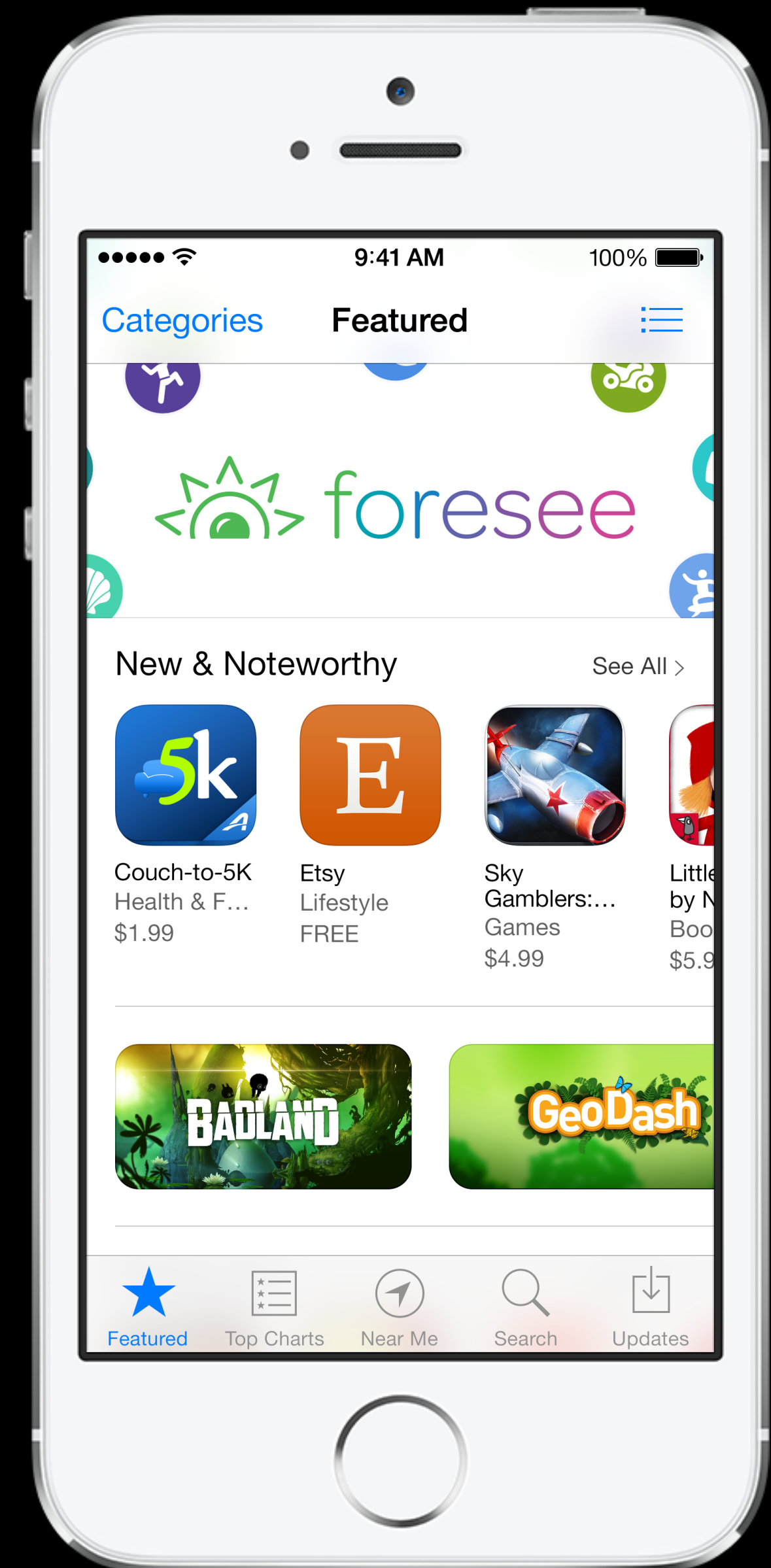
- Business update
- App Store overview
- Best practices
- Localization
- Getting featured

Agenda

- Business update
- App Store overview
- Best practices
- Localization
- Getting featured

Getting featured

- Build a great, unique game that our customers love
- Have a strong App Store presence
- Choose the right business model; price thoughtfully
- Offer customers a Universal binary
- Localize in relevant markets
- Communicate with the App Store team



Agenda

- Business update
- App Store overview
- Best practices
- Localization
- Getting featured

Thank You

Marketing

Steve McGuigan
Senior Manager, App Store Marketing

These are confidential sessions—please refrain from streaming, blogging, or taking pictures



©2012 Apple Inc. All rights reserved. 1-800-MY-APPLE or www.apple.com. Content from iTunes.

Apple iPad mini









D

RAGONSTAR
英龙华辰



Apple

www.apple.com/cn/

Reader

在线商店

Mac

iPod

iPhone

iPad

iTunes

技术支持

iPad mini

配备 Retina 显示屏

小有乾坤



观看主题演讲

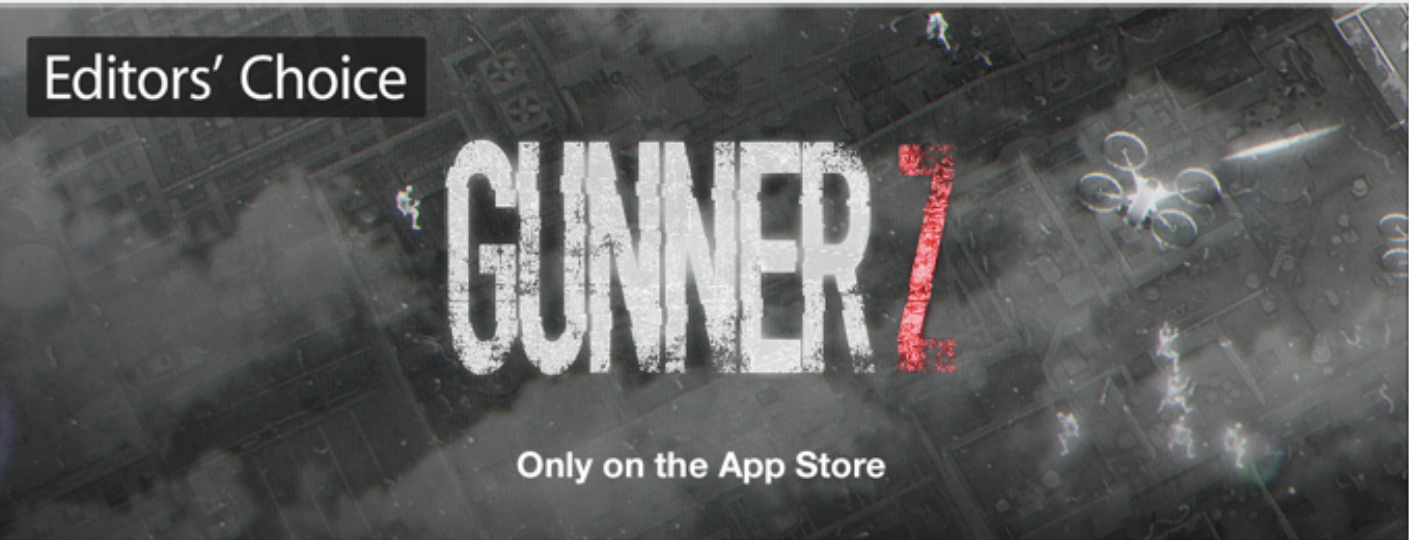
了解更多

App Store <AppStore@new.itunes.com>
To: Steve McGuigan
Zombies Invade the App Store in Gunner Z

October 5, 2013 7:31 PM

App Store Spotlight

Games Photo & Video Productivity





**You control much of your success on
the App Store**

You are not dependent on getting featured

It starts with a great app...

...that is propelled by a great marketing plan

Agenda

- App Store Code Program
- iOS Dev Center - Marketing Resources
- Components of a Comprehensive Marketing Campaign

App Store Code Program

Introduction

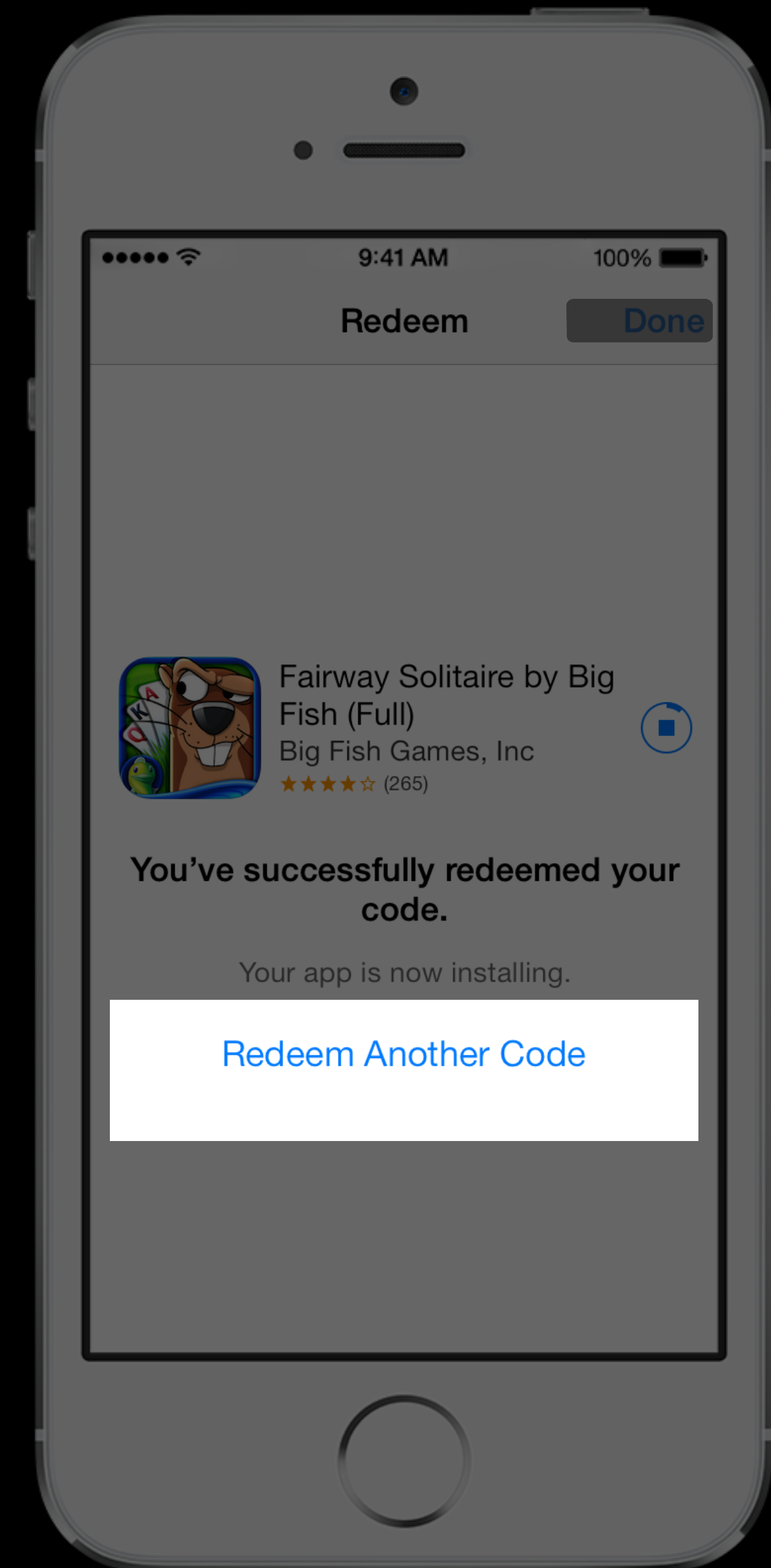
- Provide developer ability to market free offers to customers (via codes)
- Paid apps downloaded free
- Different than Promo Codes
- Royalty Waived, Commission Waived
- Digital or physical distribution

Benefits

- Create impactful, high value marketing promotions
- User acquisition and engagement tool
- Simple, frictionless and consistent user experience

Digital Promotion

- Present online ad
- Tap to start redemption flow
- Login to the App Store
- Code auto populated, tap Redeem
- Redemption complete



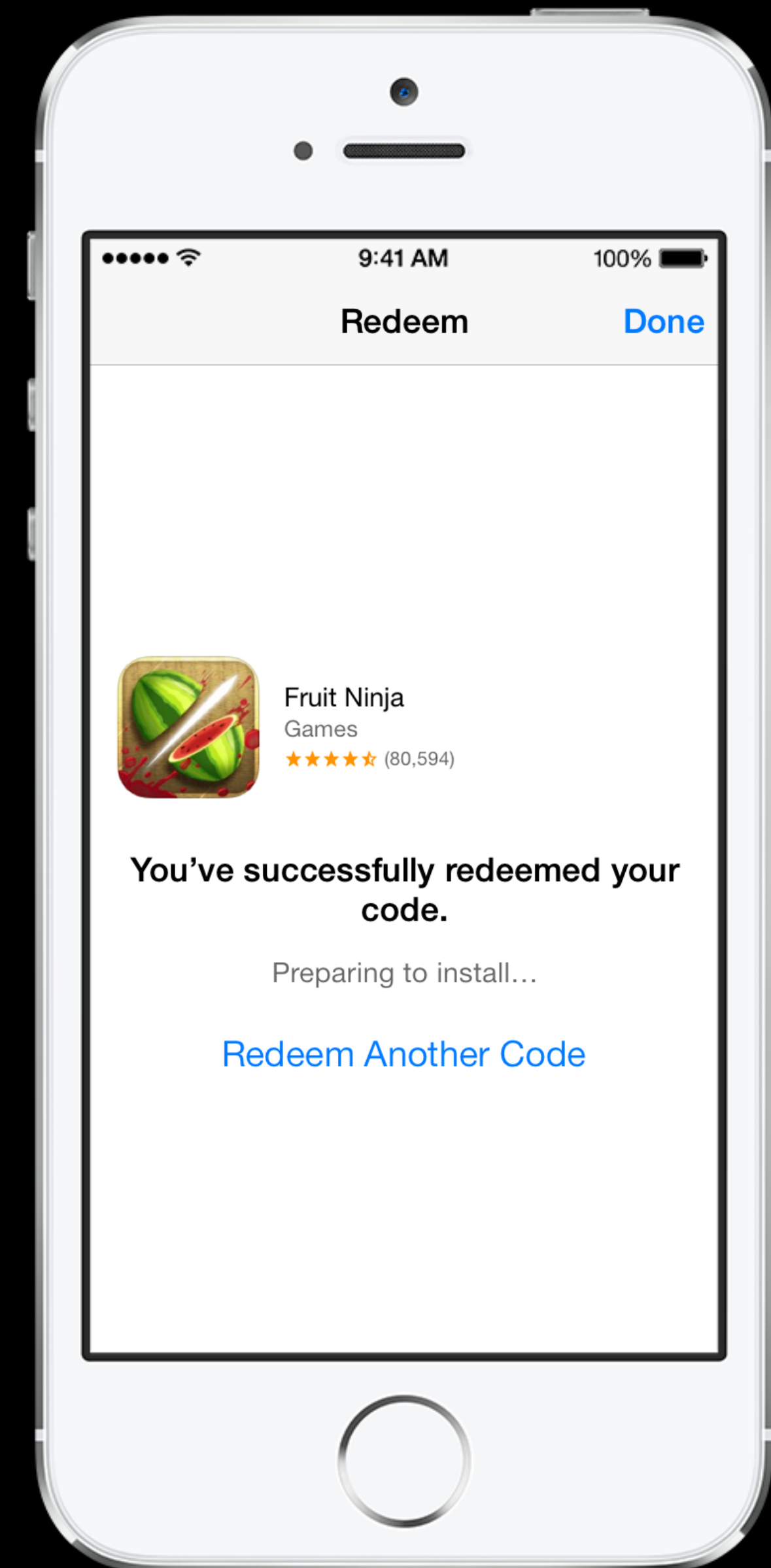
Physical Promotion

- Produce quality event
- Code printed on cards for event



Physical Promotion

- Produce quality event
- Code printed on cards for event
- Login to the App Store
- Enter code, tap Redeem
- Offer complete



Requirements for Participation

- High impact marketing campaign
- High redemption opportunity (100k+)
- Open offer
- Distribution tracking
- Apple approval

App Store Code Program

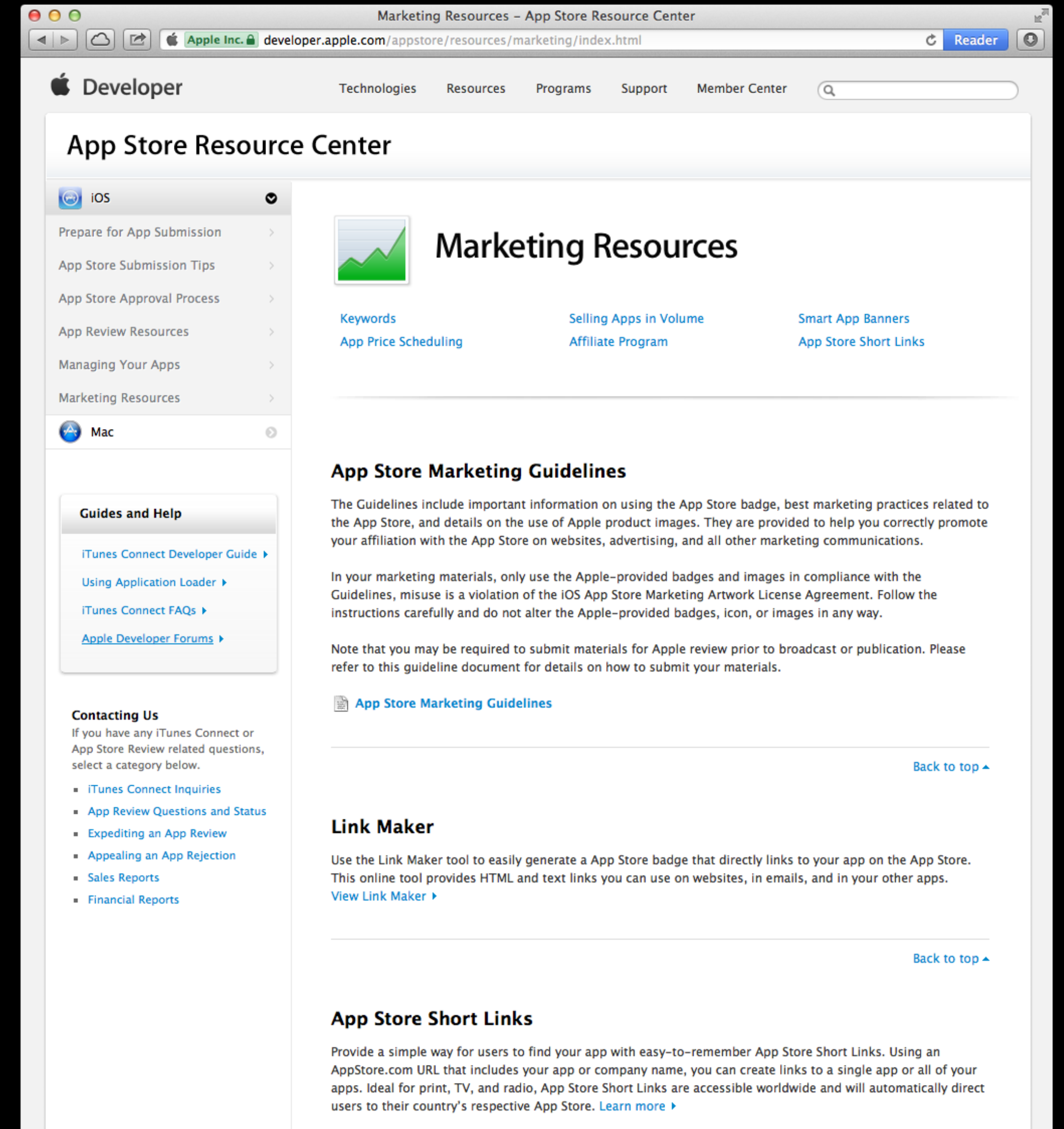
How to apply

- Email AppStoreCodes@apple.com
- Complete the *Code Promotion Details* template
- Upon approval, agreement sent
- Upon signed agreement, codes sent
- Redemptions tracked via Sales and Trends report

iOS Dev Center—Marketing Resources

AppStore.com/marketing

- App Store Marketing Guidelines
- Apple assets
- Tools



App Store Marketing Guidelines

- Advice and direction
 - Use of App Store badges
 - Featuring Apple products



App Store Badges

- Use in all marketing



App Store Badges

- Use in all marketing
- Place in subordinate position

安邸AD

11月号完整版iPad杂志华丽呈现
品位家居与前卫科技的完美融合



请在 App Store 搜索“安邸AD”或扫描二维码下载

全年订¥98 阅仅需

安邸 一家一世界

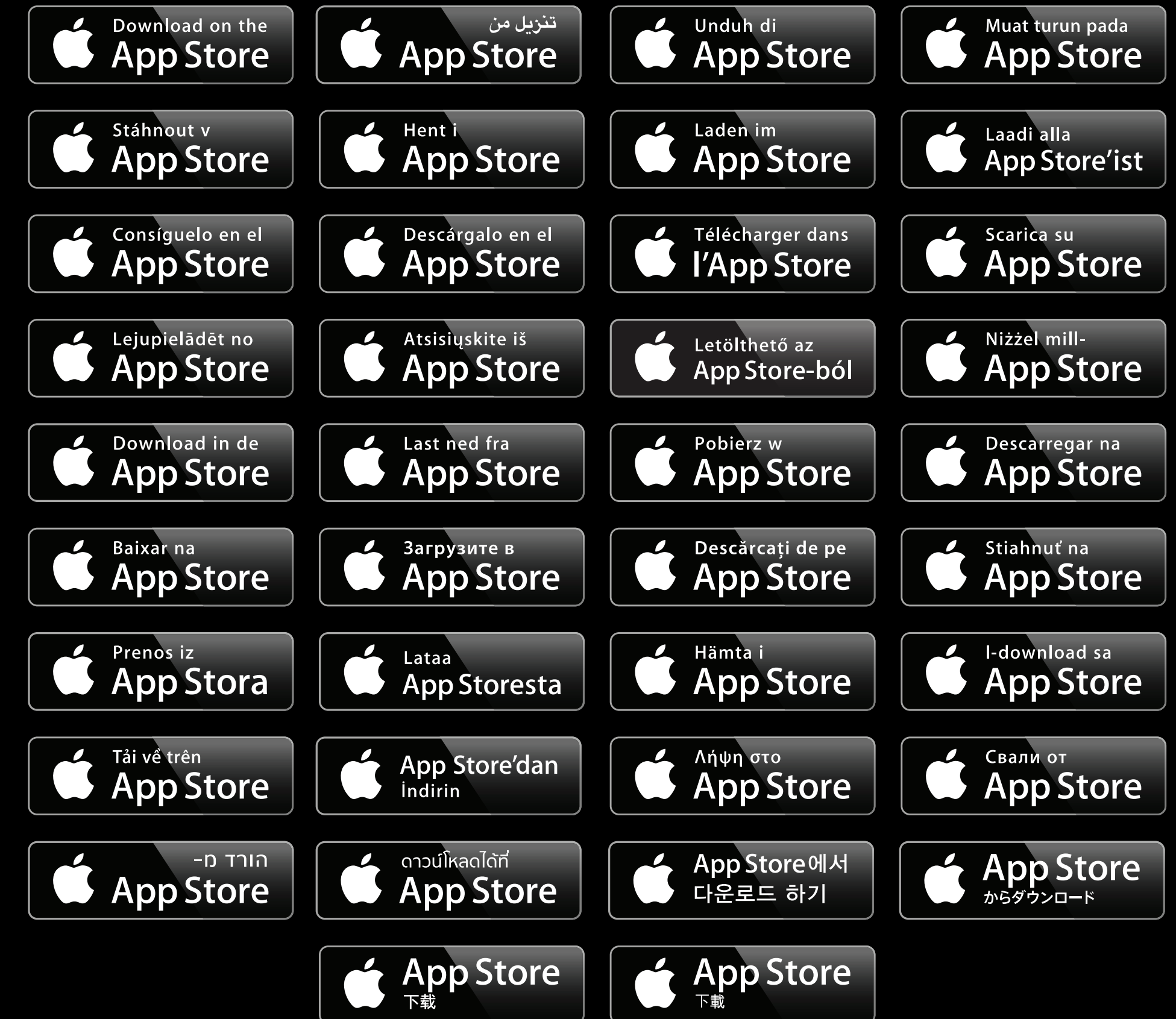


安邸 一家一世界



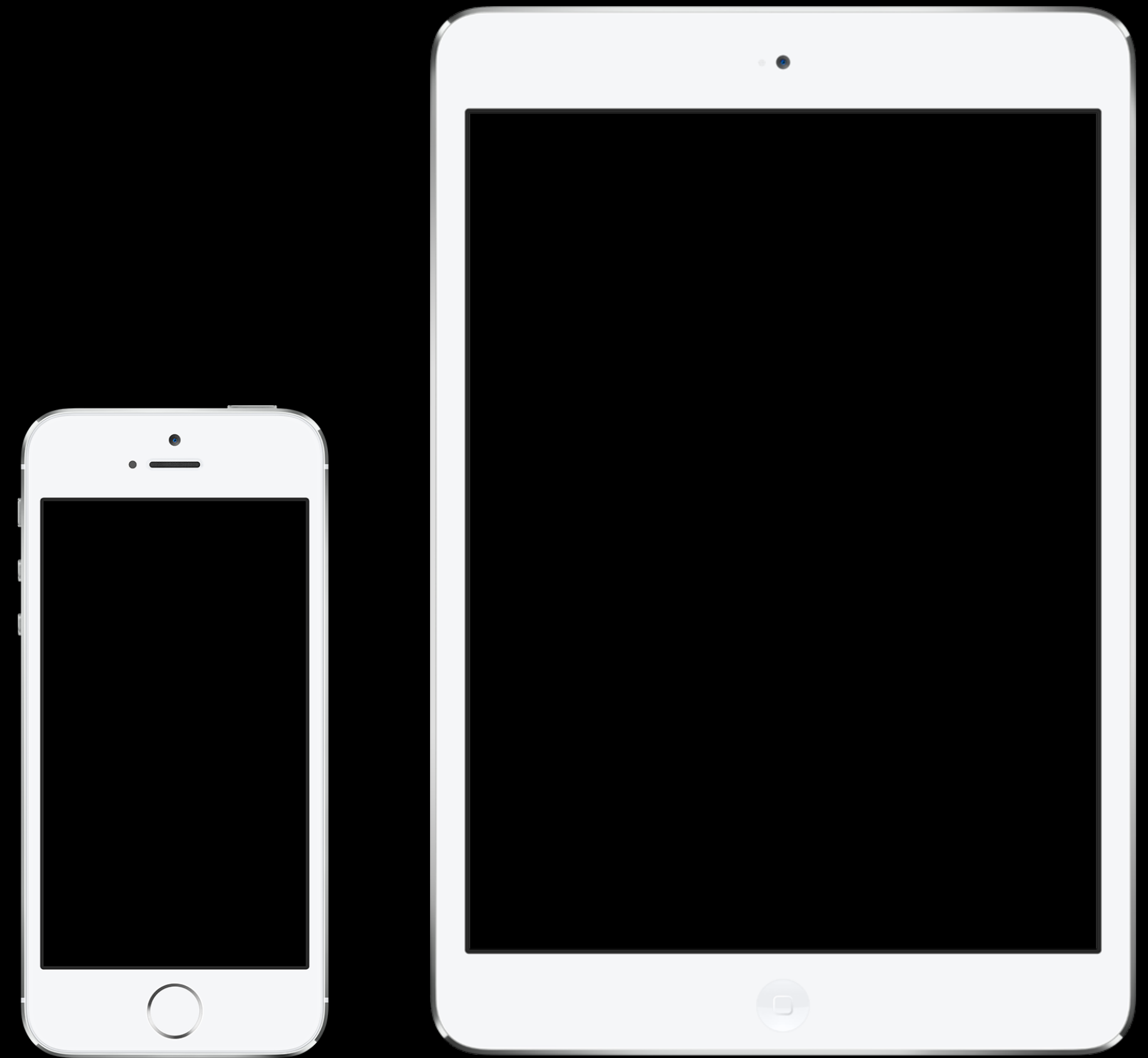
App Store Badges

- Use in all marketing
- Place in subordinate position
- Localized versions available



Apple Device Images

- Use and now with white devices



Apple Device Images

- Use and now with white devices
- Provide actual screenshots



Apple Device Images

- Use and now with white devices
- Provide actual screenshots
- Custom photos and video



Components of a Comprehensive Marketing Campaign

Components of a Comprehensive Campaign

Owned Channels

- ✓ Social
- ✓ Website
- ✓ Cross promotion
- ✓ PR
- ✓ Trailers

Paid Channels

- ✓ Mobile ads
- ✓ Television

Social Media

- Plan social from the beginning
- Content strategy
 - 'You're amongst friends'
 - 'Arrest the thumb'
 - People are what they share
 - Be smart with hot topics
 - Be useful
 - Customize your frequency/timing

Website

- Utilize Smart App banners



Website

- Utilize Smart App banners
- Optimize for mobile



Website

- Utilize Smart App banners
- Optimize for mobile
- Multiple install points
- Social signup



Website

- Utilize Smart App banners
- Optimize for mobile
- Multiple install points
- Social signup
- FAQ and customer care



Cross Promotion within Apps

- “More apps” menus



Cross Promotion within Apps

- “More apps” menus
- Tickers



Cross Promotion within Apps

- “More apps” menus
- Tickers
- Interactive creative



Cross Promotion within Apps

- “More apps” menus
- Tickers
- Interactive creative
- Use Store Sheet



PR

- “PR” doesn’t stand for press release
- Use promo codes for influencers
- Find an advocate
- Support claims
- Apple approval required
 - pressreleases@apple.com

Trailers

- The first four seconds...
- Keep it 30-60 seconds
- Use professional capturing tools
- Create a great soundtrack
- Provide a clear call to action
- Ensure it's globally appropriate

僵尸特攻队

Components of a Comprehensive Campaign

Owned Channels

- ✓ Social
- ✓ Website
- ✓ In-app cross promotion
- ✓ PR
- ✓ Trailers

Paid Channels

- ✓ Mobile ads
- ✓ Television

Mobile Ads

- Fewest taps away from install
- Target for best customer acquisition
 - Device, demographic, interest, etc.
- Custom creative
- Test, test, and test



Television

- Devices at hand
- Share the magic moments
- Voice over
 - Key features
 - Supported devices
 - Call to action
- End frame

Disney Super Speedway TV commercial

Submit marketing assets to
AppStoreMarketing@apple.com

请发中文吧 放心 我们看得懂!

iTunes Connect

App Store Distribution

Aubrey Thelen

App Store Operations Manager

aubreyn@apple.com

These are confidential sessions—please refrain from streaming, blogging, or taking pictures



iTunes Connect

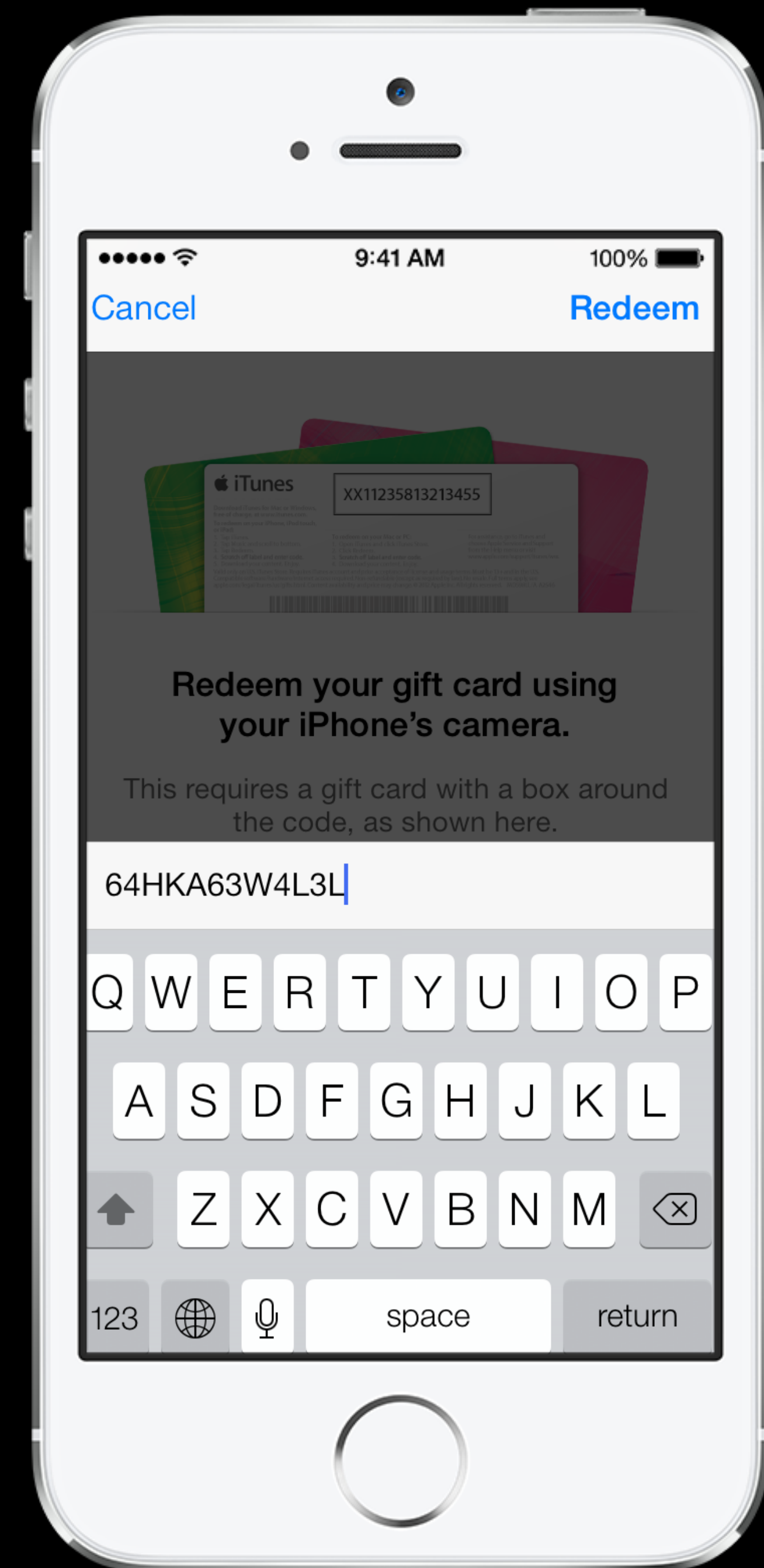
- Valuable Features
- Localization Setup
- Tips and Tricks

Promo Codes

Give away copies of your app

Promo Codes

- Ready for Sale state
- Request as you need them
- Reserve for media and influencers
- 500 for each version



App Transfer

Moving apps between developer accounts

App Transfer

Uses

- When you sell your app
- When you acquire an app
- When you consolidate companies

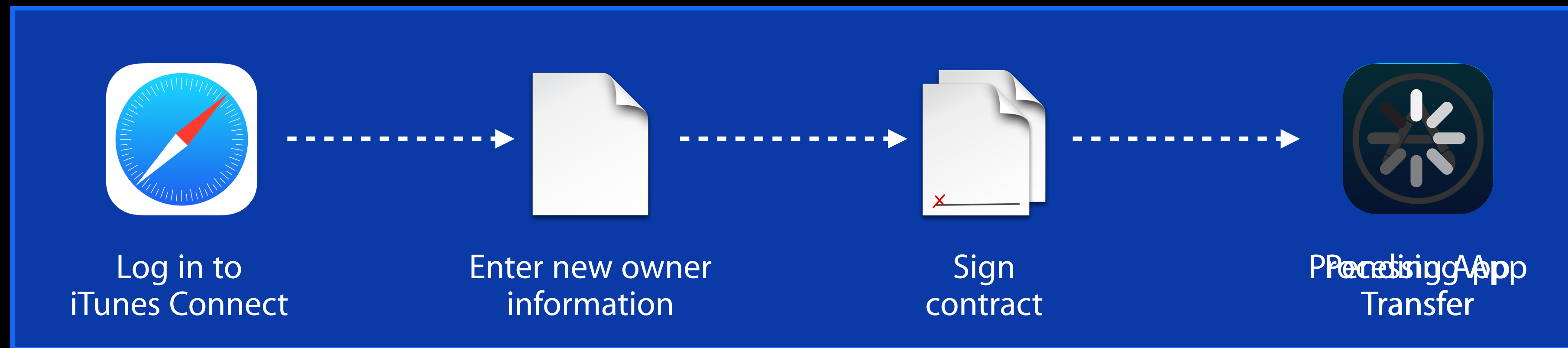
App Transfer

Benefits

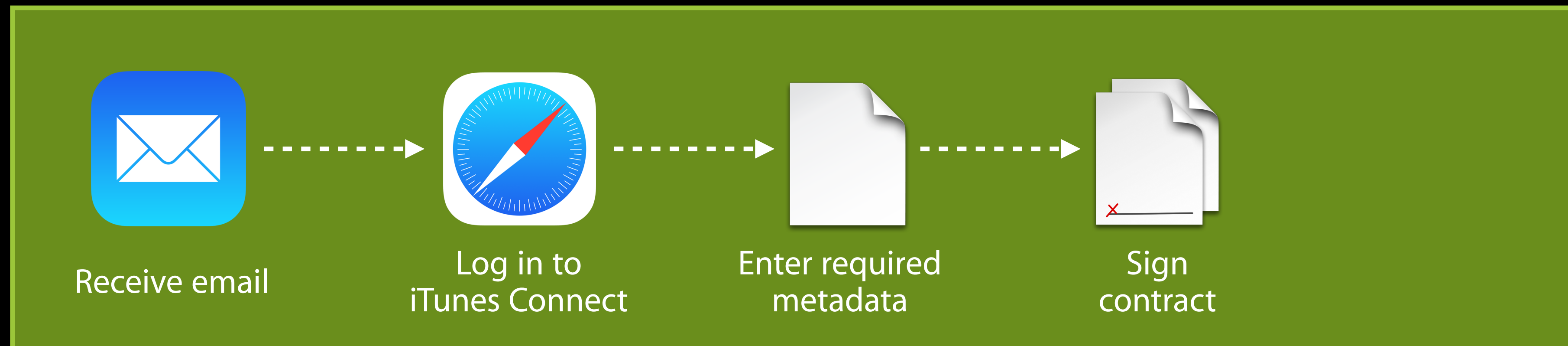
- Seamless to your customers
- Retain chart placement, ratings, reviews and update-ability
- Minimal changes on the App Store

App Transfer Flow

Current Owner



New Owner



App Transfer

Rules

Current Owner

- Contracts
 - Up to date on your contracts
- At least one approved app version
 - No pending app review
 - No pending in-app purchases reviews

App Transfer

Current owner checklist

Current Owner

- ✓ Collect new owner information
 - Apple ID of the recipient's team agent
 - Recipient's Team ID—unique id from Member Center
- ✓ Back-up app history
 - Your app will not be available for you in iTunes Connect after transfer
- ✓ Arrange to transfer your source code and binary
 - Separate from iTunes Connect

App Transfer

App Transfer has begun

Current Owner

- App is now under metadata lockdown
 - App and in-app purchase pricing is editable
 - Everything else is locked
- 60 days for transfer to be accepted
 - Either developer may cancel pending transfer

App Transfer

New owner checklist

New Owner

- ✓ New app metadata
- ✓ App review information
 - New contact information for your app
- ✓ Export compliance documentation (if required)
- ✓ Update for the App Store (if needed)

App Transfer

Processing App Transfer

- App Transfer has begun
- Pricing is locked
- Cannot be cancelled
- App moves from current owner to new owner

Current Owner



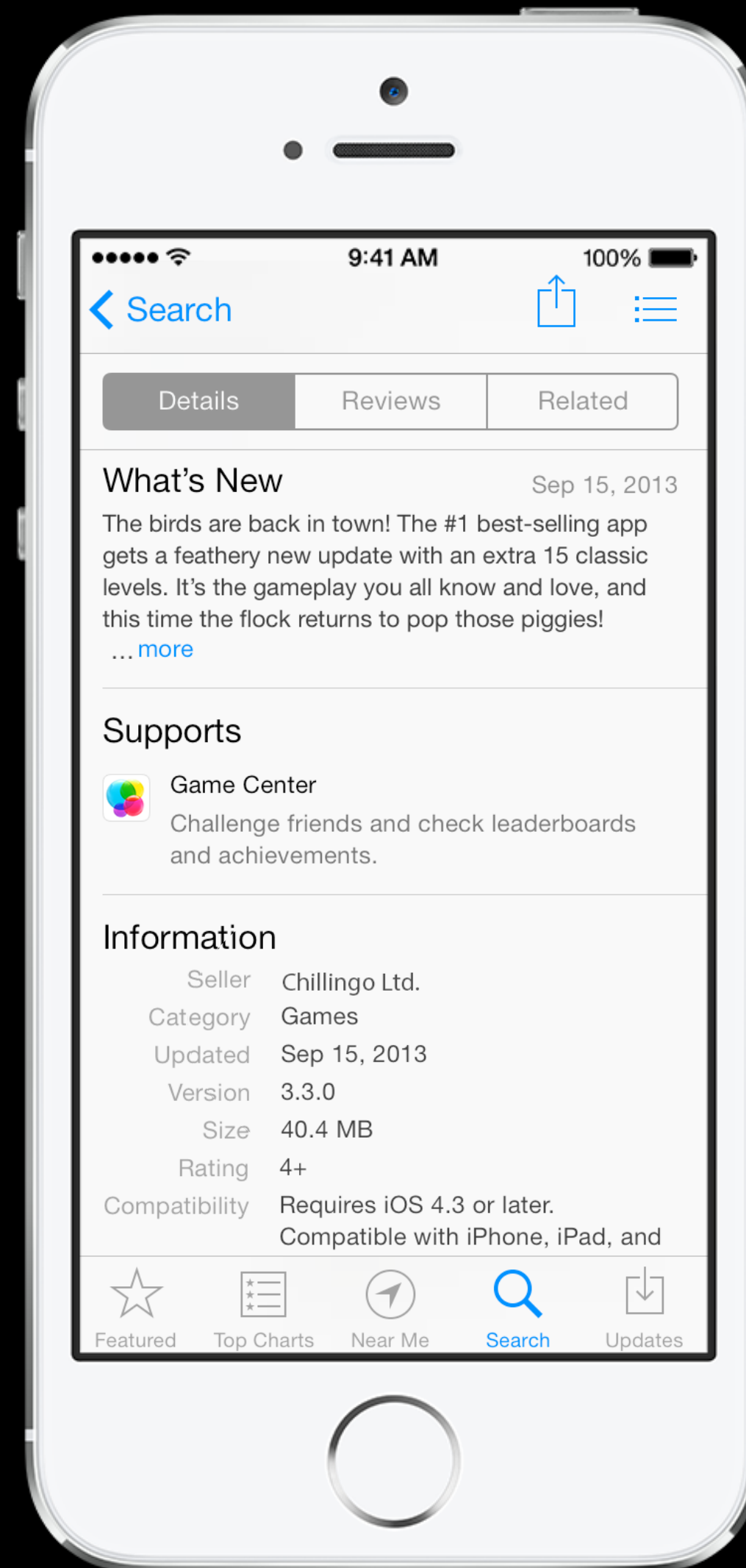
New Owner

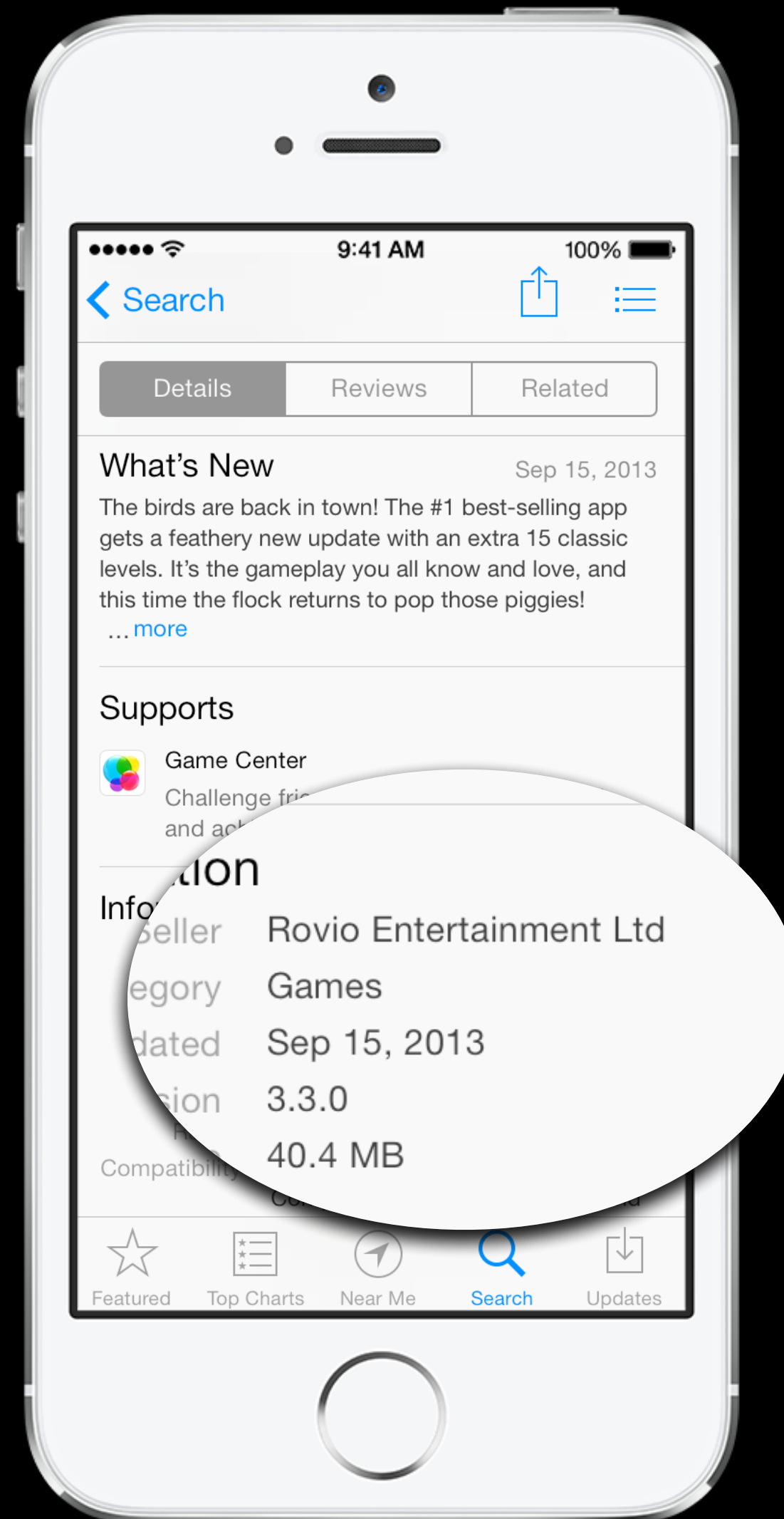
App Transfer

New Owner

After transfer, next steps

- If your app uses Apple Push Notification service
 - Provision your newly transferred App ID for APNs
 - Generate new push certificates
- If your app uses keychain storage
 - Discuss with previous owner how keychain storage was used
 - On version update, you won't have access to data





Alternate Price Tiers

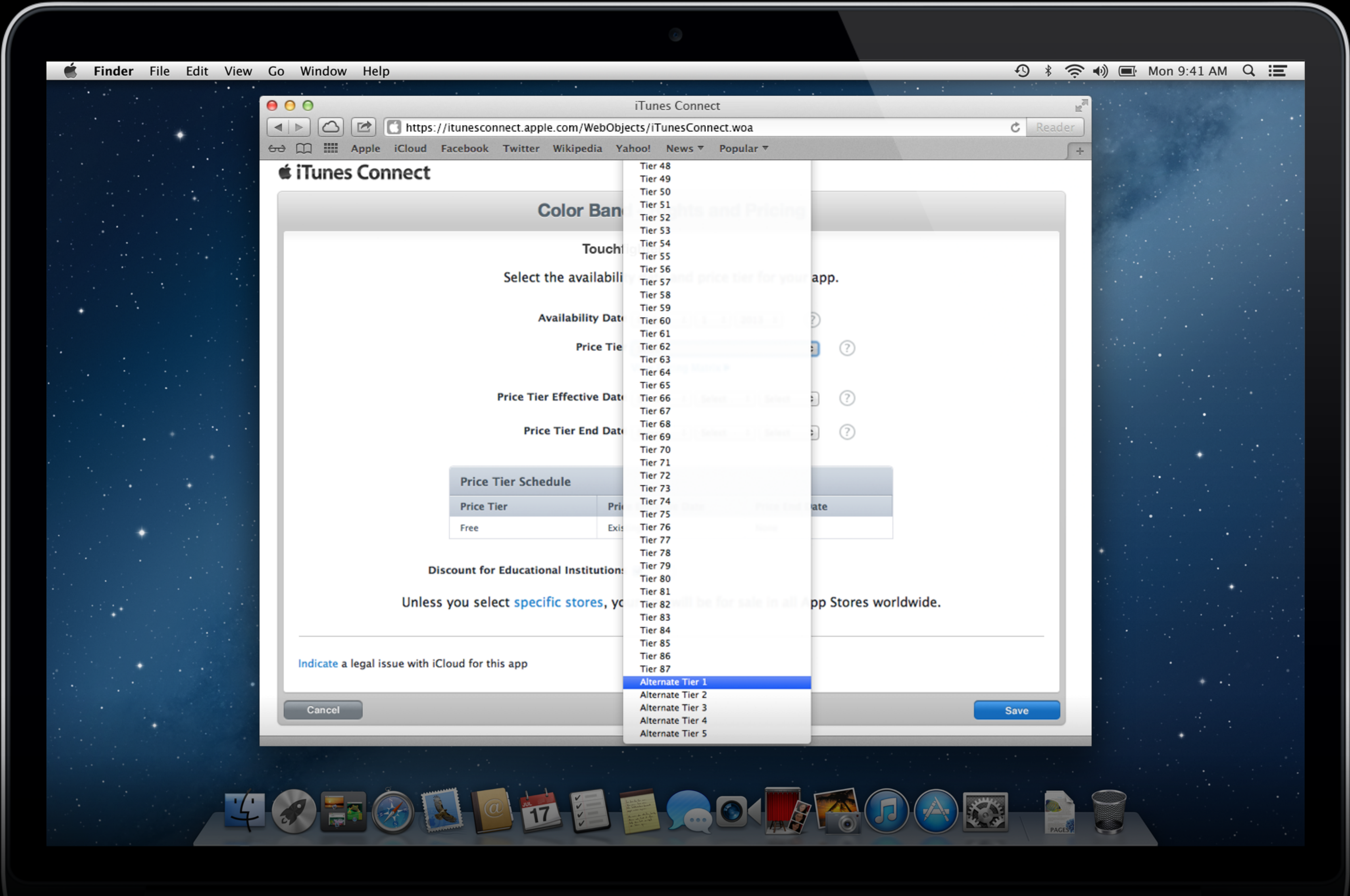
Market-optimized pricing

Alternate Price Tiers

- Five new tiers
- Market-optimized
- No restrictions
- Map to existing tiers



Alternate Price Tiers



Alternate Price Tiers

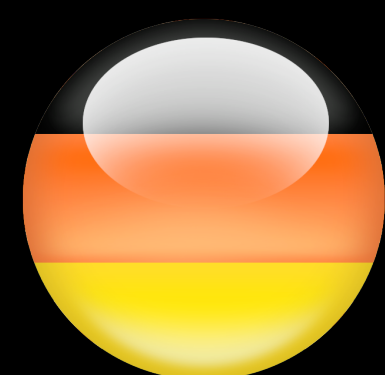
How it works



	Customer Price	Your Proceeds	Customer Price	Your Proceeds
Tier 1	0.99	0.7	£0.69	£0.42

Alternate Price Tiers

How it works



	Customer Price	Your Proceeds	Customer Price	Your Proceeds
Tier 1	0.99	0.7	€0.89	€0.54
Alternate Tier 1	0.99	0.7	€0.99	€0.60

Alternate Price Tiers

How it works



	Customer Price	Your Proceeds	Customer Price	Your Proceeds
Tier 1	0.99	0.7	¥6.89	¥4.54
Alternate Tier 1	0.99	0.7	¥8.99	¥6.60

Automation

Faster distribution methods

Automation

Auto-ingesting reports

- Command-line tool
- Automate the delivery of your reports from iTunes Connect
 - Sales and Trends
 - NEW—Payment and Financial
- No logging into the iTC interface required

Automation

Auto-ingesting reports

- Download Autoingestion.class file
 - apple.com/itunesnews/docs/Autoingestion.class.zip
- Change directory level to point to class file
- Create properties file for login credentials
 - Place in same directory as auto-ingest tool
 - Use .properties file extension

```
userID = <iTunes Connect Apple ID>
```

```
password = <iTunes Connect password>
```

Automation

Auto-ingesting sales reports

- Parameters must be delimited with a space
- Locate Vendor ID in Contracts, Tax and Banking module
- Choose Sales or Newsstand
- Indicate reporting timeframe
- Use Summary, Opt-in or Detailed
- Date is optional

```
java Autoingestion  
<properties_filename>  
<vendor_id>  
<report_type>  
<date_type>  
<report_subtype>  
<date_yyyymmdd>
```

Automation

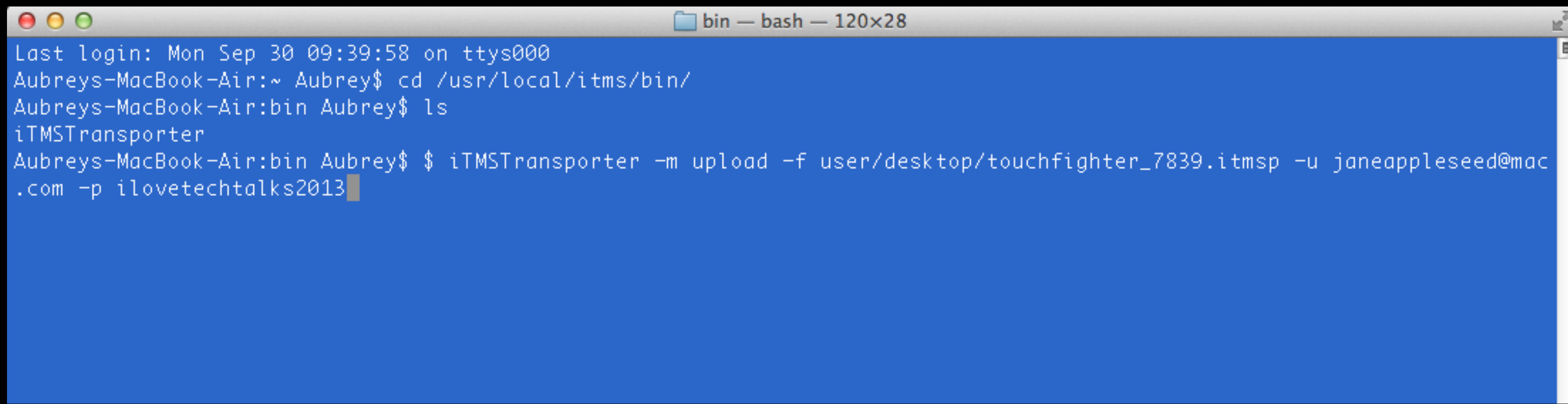
Auto-ingesting payment reports

- Parameters must be delimited with a space
- Add two leading zeros
- Use report region codes from user guide
- Use 'DRR' as standard report type
- Refer to fiscal calendar on iTC

```
java Autoingestion  
<properties_filename>  
<00_vendor_id>  
<region_code>  
<report_type>  
<fiscal_year>  
<fiscal_period>
```

Automation

- Transporter
 - Apple's command-line tool
- Integrate with your content management system
 - NEW—Rights and Pricing changes
 - NEW—Catalog report requests
 - NEW—Metadata setup

A screenshot of a macOS terminal window. The title bar at the top reads "bin — bash — 120x28". The terminal text shows a user logging in, navigating to the "/usr/local/itms/bin/" directory, and running the "iTMS transporter" command. The command being executed is "iTMS transporter -m upload -f user/desktop/touchfighter_7839.itmsp -u janeappleseed@mac.com -p ilovetechtalks2013".

```
bin — bash — 120x28
Last login: Mon Sep 30 09:39:58 on ttys000
Aubreys-MacBook-Air:~ Aubrey$ cd /usr/local/itms/bin/
Aubreys-MacBook-Air:bin Aubrey$ ls
iTMS transporter
Aubreys-MacBook-Air:bin Aubrey$ $ iTMS transporter -m upload -f user/desktop/touchfighter_7839.itmsp -u janeappleseed@mac.com -p ilovetechtalks2013
```


Localization Setup

Think global, be local



155

Countries



28

Languages

Localization Setup

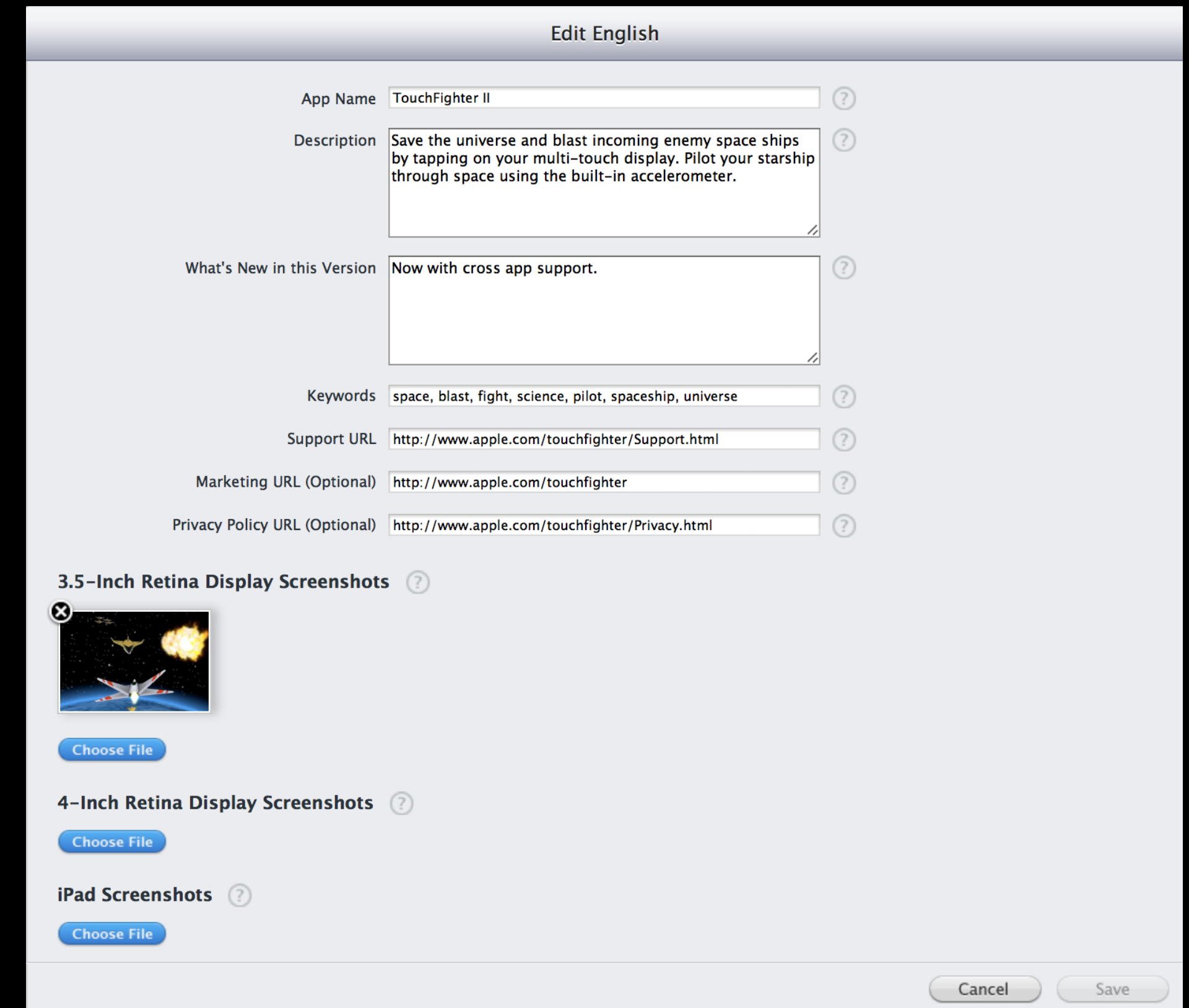
iTunes Connect setup

✓ Reference professional localization services

- <https://developer.apple.com/internationalization>

✓ Enter metadata and screenshots

✓ Submit for review



The screenshot shows the 'Edit English' page in iTunes Connect. It contains several text input fields for app metadata, each with a help icon (question mark) to its right. The fields are: App Name (TouchFighter II), Description (Save the universe and blast incoming enemy space ships by tapping on your multi-touch display. Pilot your starship through space using the built-in accelerometer.), What's New in this Version (Now with cross app support.), Keywords (space, blast, fight, science, pilot, spaceship, universe), Support URL (http://www.apple.com/touchfighter/Support.html), Marketing URL (Optional) (http://www.apple.com/touchfighter), and Privacy Policy URL (Optional) (http://www.apple.com/touchfighter/Privacy.html). Below these fields are three sections for screenshots: 3.5-Inch Retina Display Screenshots (with a thumbnail image and a 'Choose File' button), 4-Inch Retina Display Screenshots (with a 'Choose File' button), and iPad Screenshots (with a 'Choose File' button). At the bottom right are 'Cancel' and 'Save' buttons.

Edit English

App Name

Description

What's New in this Version


Keywords

Support URL

Marketing URL (Optional)

Privacy Policy URL (Optional)

3.5-Inch Retina Display Screenshots



4-Inch Retina Display Screenshots

iPad Screenshots

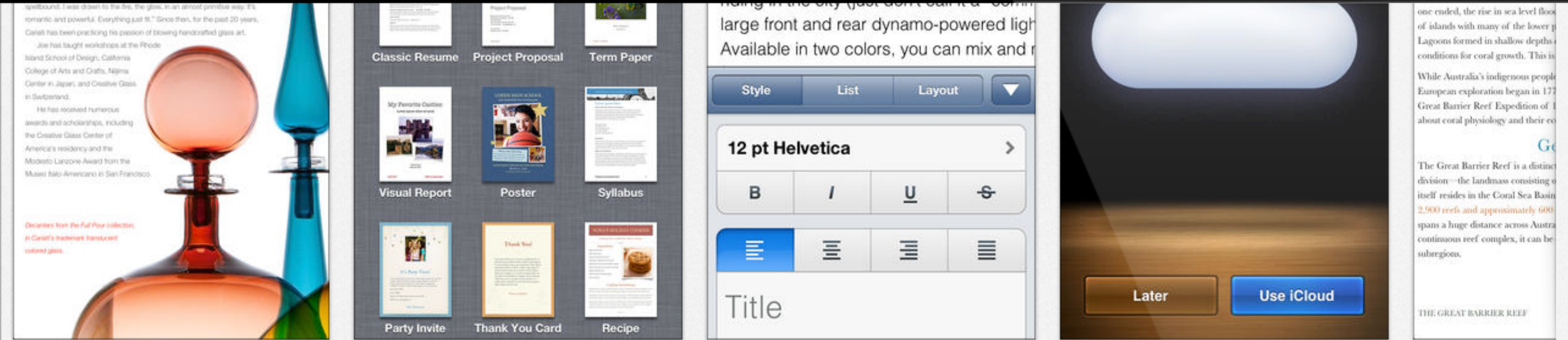
Localization Setup

XML Feed

- For repetitive actions
- Lookup, edit, validate, upload
- Create app version in iTunes Connect
- Monitor state transitions in iTunes Connect or in iTunes Connect mobile
- Refer to documentation and WWDC session

Localization Setup

How it works



Description

Pages is the most beautiful word processor you've ever seen on a mobile device. This powerful app has been exclusively designed for the iPad, iPhone, and iPod touch. Create, edit, and view documents wherever you are. Pages works with iCloud, so your documents stay up to date on all your devices — automatically. And the Retina display on the new iPad makes everything you do in Pages even more brilliant.

- Get started quickly
- Choose from 16 Apple-designed templates and styles to instantly create beautiful letters, reports, flyers, cards, and posters...

[More](#) ▼

What's New in Version 1.7.2

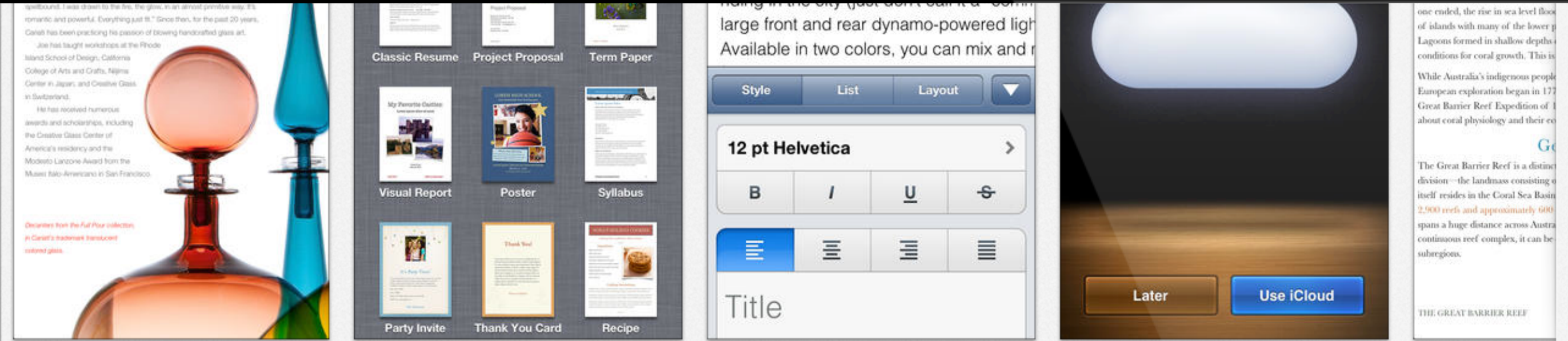
Posted Mar 6, 2013

This update contains stability improvements and bug fixes.

[Show All Versions](#) ▼

Information

Seller	Apple Inc.
Category	Productivity
Size	257 MB
Rating	Rated 4+
Compatibility	Requires iOS 5.1 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5.
Languages	English, Catalan, Chinese, Croatian, Czech, Danish, Dutch, Finnish, French, German, Greek, Hungarian, Indonesian, Italian, Japanese, Korean, Malay, Norwegian, Polish, Portuguese, Romanian, Russian, Slovak, Spanish, Swedish, Thai, Turkish, Ukrainian, Vietnamese



Description

Pages is the most beautiful word processor you've ever seen on a mobile device. This powerful app has been exclusively designed for the iPad, iPhone, and iPod touch. Create, edit, and view documents wherever you are. Pages works with iCloud, so your documents stay up to date on all your devices — automatically. And the Retina display on the new iPad makes everything you do in Pages even more brilliant.

Get started quickly

- Choose from 16 Apple-designed templates and styles to instantly create beautiful letters, reports, flyers, cards, and posters...

[More](#) ▼

What's New in Version 1.7.2

Posted Mar 6, 2013

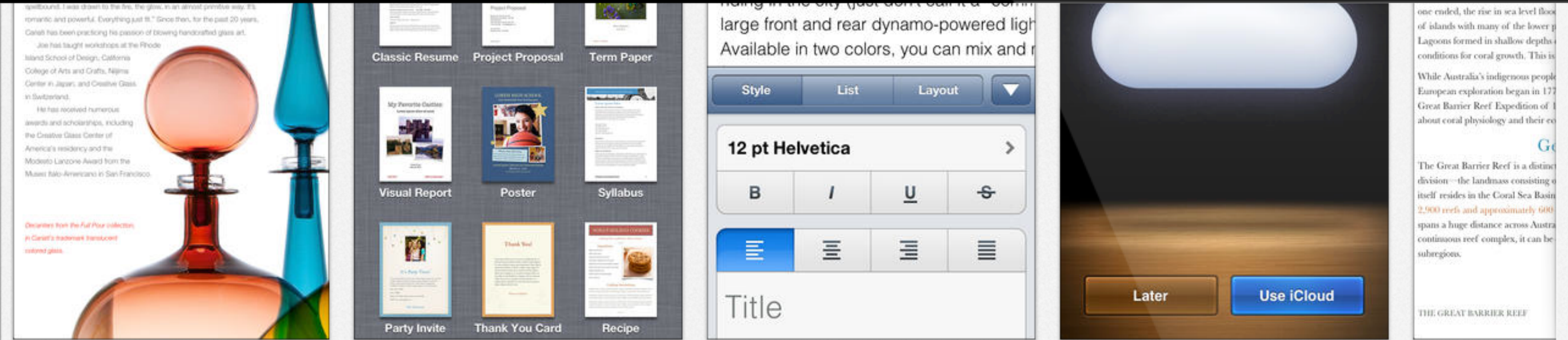
This update contains stability improvements and bug fixes.

[Show All Versions](#) ▼

Information

Seller	Apple Inc.
Category	Productivity
Size	257 MB

Languages English, Catalan, Chinese, Croatian, Czech, Danish, Dutch, Finnish, French, German, Greek, Hungarian, Indonesian, Italian, Japanese, Korean, Malay, Norwegian, Polish, Portuguese, Romanian, Russian, Slovak, Spanish, Swedish, Thai, Turkish, Ukrainian, Vietnamese



Description

Pages is the most beautiful word processor you've ever seen on a mobile device. This powerful app has been exclusively designed for the iPad, iPhone, and iPod touch. Create, edit, and view documents wherever you are. Pages works with iCloud, so your documents stay up to date on all your devices — automatically. And the Retina display on the new iPad makes everything you do in Pages even more brilliant.

- Get started quickly
- Choose from 16 Apple-designed templates and styles to instantly create beautiful letters, reports, flyers, cards, and posters...

[More ▼](#)

What's New in Version 1.7.2

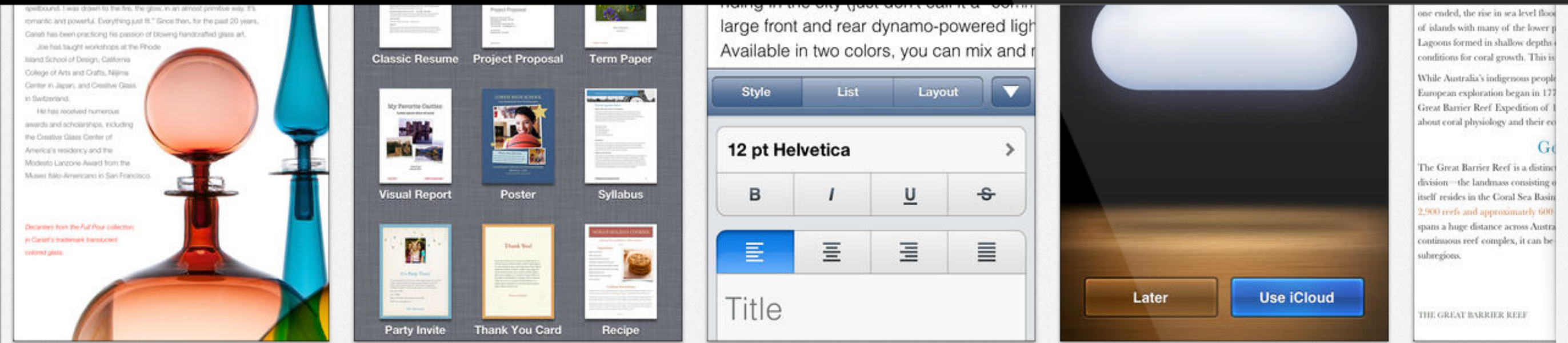
Posted Mar 6, 2013

This update contains stability improvements and bug fixes.

[Show All Versions ▼](#)

Information

Seller	Apple Inc.
Category	Productivity
Size	257 MB
Rating	Rated 4+
Compatibility	Requires iOS 5.1 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5.
Languages	English, Catalan, Chinese, Croatian, Czech, Danish, Dutch, Finnish, French, German, Greek, Hungarian, Indonesian, Italian, Japanese, Korean, Malay, Norwegian, Polish, Portuguese, Romanian, Russian, Slovak, Spanish, Swedish, Thai, Turkish, Ukrainian, Vietnamese



Description

Pages is the most beautiful word processor you’ve ever seen on a mobile device. This powerful app has been exclusively designed for the iPad, iPhone, and iPod touch. Create, edit, and view documents wherever you are. Pages works with iCloud, so your documents stay up to date on all your devices — automatically. And the Retina display on the new iPad makes everything you do in Pages even more brilliant.

Get started quickly

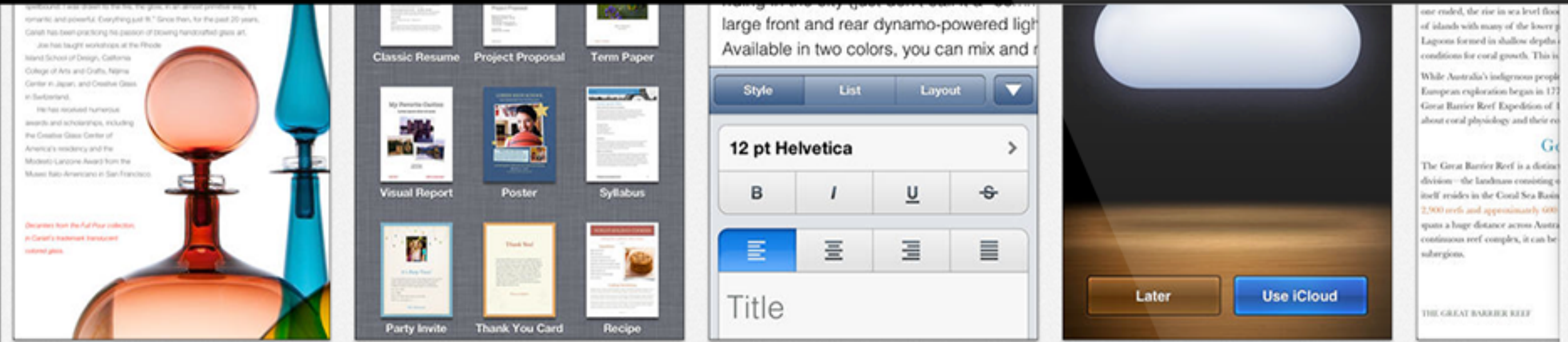
- Choose from 16 Apple-designed templates and styles to instantly create beautiful letters, reports, flyers, cards, and posters...

[More ▼](#)

[Show All Versions ▼](#)

Information

Seller	Apple Inc.
Category	Productivity
Size	257 MB
Rating	Rated 4+
Compatibility	Requires iOS 5.1 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5.
Languages	English, Catalan, Chinese, Croatian, Czech, Danish, Dutch, Finnish, French, German, Greek, Hungarian, Indonesian, Italian, Japanese, Korean, Malay, Norwegian, Polish, Portuguese, Romanian, Russian, Slovak, Spanish, Swedish, Thai, Turkish, Ukrainian, Vietnamese



Descripción

Pages es el procesador de textos más atractivo que jamás se haya visto en un dispositivo móvil. Esta avanzada aplicación ha sido diseñada exclusivamente para el iPad, el iPhone y el iPod touch. Cree, edite y vea documentos en cualquier lugar. Pages funciona con iCloud, por lo que sus documentos se actualizarán en todos sus dispositivos de forma automática. Además, la pantalla Retina del nuevo iPad permite que todo lo que haga con Pages sea aún más brillante.

Póngase en marcha rápidamente...

Más ▼

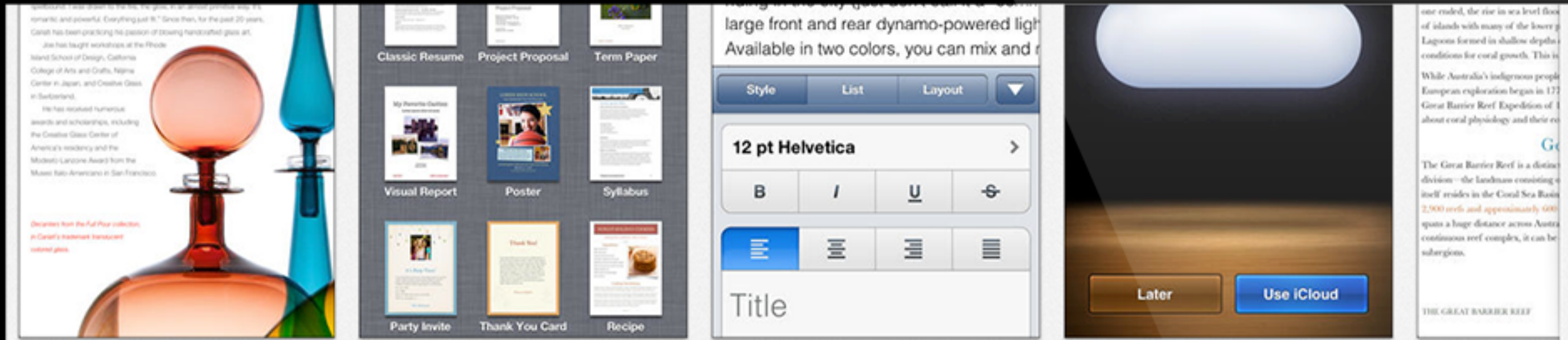
Lo nuevo en la versión 1.7.2 Publicado el 6 mar 2013

Esta actualización mejora la estabilidad y soluciona problemas.

[Mostrar todas las versiones ▼](#)

Información

Desarrollador	iTunes S.a.r.l.
Categoría	Productividad
Tamaño	257 MB
Valoración	Clasificación 4+
Compatibilidad	Requiere iOS 5.1 o posterior. Compatible con iPhone, iPad y iPod touch. Esta app está optimizada para iPhone 5.
Idiomas	Español, Alemán, Catalán, Checo, Chino, Coreano, Croata, Danés, Eslovaco, Finés, Francés, Griego, Húngaro, Indonesio, Inglés, Italiano, Japonés, Malayo, Neerlandés, Noruego nynorsk, Polaco, Portugués, Rumano, Ruso, Sueco, Tailandés, Turco, Ucraniano, Vietnamita



Descripción

Pages es el procesador de textos más atractivo que jamás se haya visto en un dispositivo móvil. Esta avanzada aplicación ha sido diseñada exclusivamente para el iPad, el iPhone y el iPod touch. Cree, edite y vea documentos en cualquier lugar. Pages funciona con iCloud, por lo que sus documentos se actualizarán en todos sus dispositivos de forma automática. Además, la pantalla Retina del nuevo iPad permite que todo lo que haga con Pages sea aún más brillante.

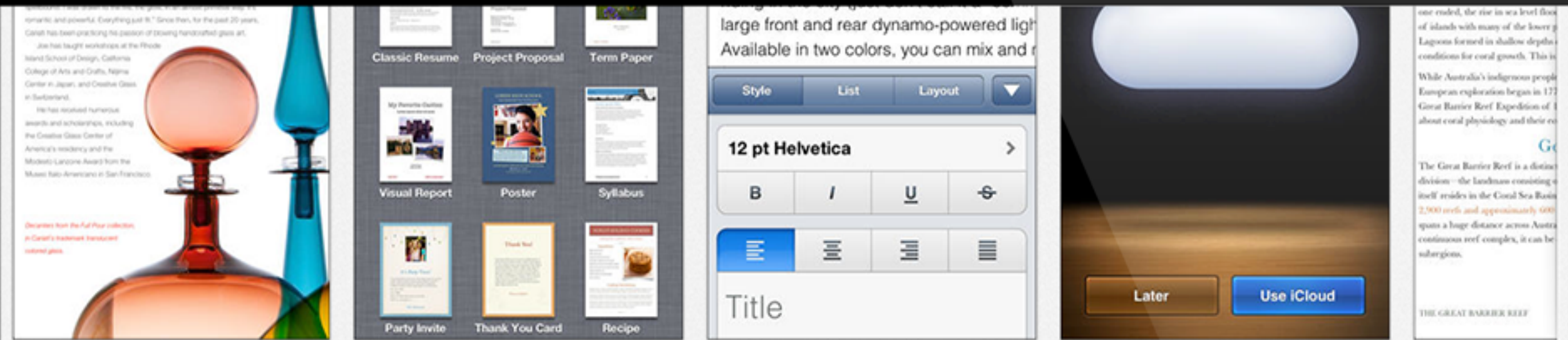
Póngase en marcha rápidamente...

[Más ▼](#)

[Mostrar todas las versiones ▼](#)

Información

Desarrollador	iTunes S.a.r.l.
Categoría	Productividad
Tamaño	257 MB
Valoración	Clasificación 4+
Compatibilidad	Requiere iOS 5.1 o posterior. Compatible con iPhone, iPad y iPod touch. Esta app está optimizada para iPhone 5.
Idiomas	Español, Alemán, Catalán, Checo, Chino, Coreano, Croata, Danés, Eslovaco, Finés, Francés, Griego, Húngaro, Indonesio, Inglés, Italiano, Japonés, Malayo, Neerlandés, Noruego nynorsk, Polaco, Portugués, Rumano, Ruso, Sueco, Tailandés, Turco, Ucraniano, Vietnamita



Descripción

Pages es el procesador de textos más atractivo que jamás se haya visto en un dispositivo móvil. Esta avanzada aplicación ha sido diseñada exclusivamente para el iPad, el iPhone y el iPod touch. Cree, edite y vea documentos en cualquier lugar. Pages funciona con iCloud, por lo que sus documentos se actualizarán en todos sus dispositivos de forma automática. Además, la pantalla Retina del nuevo iPad permite que todo lo que haga con Pages sea aún más brillante.

Póngase en marcha rápidamente...

Más ▼

Lo nuevo en la versión 1.7.2

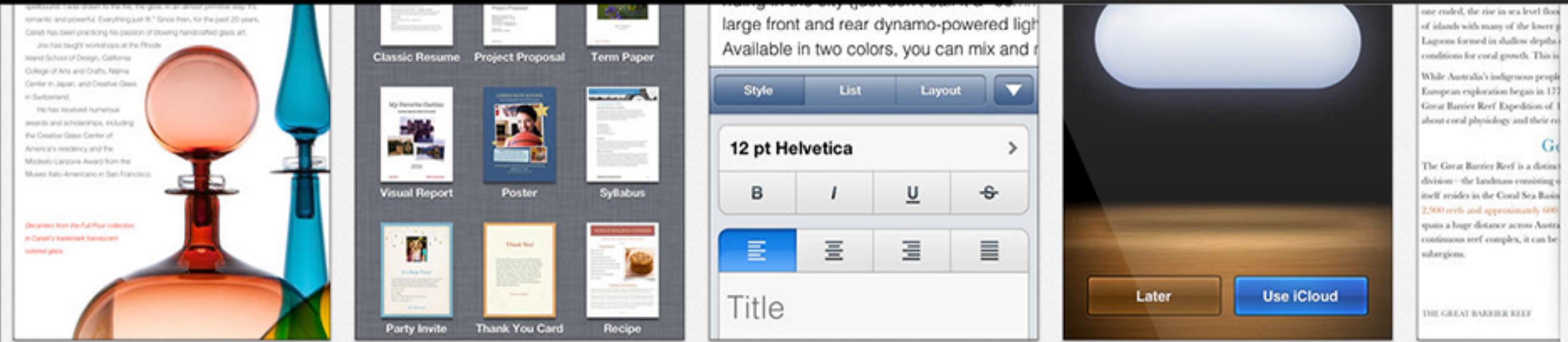
Publicado el 6 mar 2013

Esta actualización mejora la estabilidad y soluciona problemas.

[Mostrar todas las versiones ▼](#)

Información

Desarrollador	iTunes S.a.r.l.
Categoría	Productividad
Tamaño	257 MB
Valoración	Clasificación 4+
Compatibilidad	Requiere iOS 5.1 o posterior. Compatible con iPhone, iPad y iPod touch. Esta app está optimizada para iPhone 5.
Idiomas	Español, Alemán, Catalán, Checo, Chino, Coreano, Croata, Danés, Eslovaco, Finés, Francés, Griego, Húngaro, Indonesio, Inglés, Italiano, Japonés, Malayo, Neerlandés, Noruego nynorsk, Polaco, Portugués, Rumano, Ruso, Sueco, Tailandés, Turco, Ucraniano, Vietnamita



简介

Pages 是移动设备上极其精美的文字处理程序。该功能强大的应用程序是专门为 iPad、iPhone 和 iPod touch 设计的。随时随地创建、编辑和查看文稿。Pages 会配合 iCloud 使用，因此您的文稿将在您的所有设备上自动地保持最新。而新款 iPad 机型上的 Retina 显示屏能让您在 Pages 中处理过的稿件更加靓丽。

快速入门

• Apple 设计了 16 种模板和样式供您选用，您可以用它们来快速创建漂亮的信函、报告、传单、卡片和海报...

[更多 ▼](#)

版本 1.7.2 中的新功能

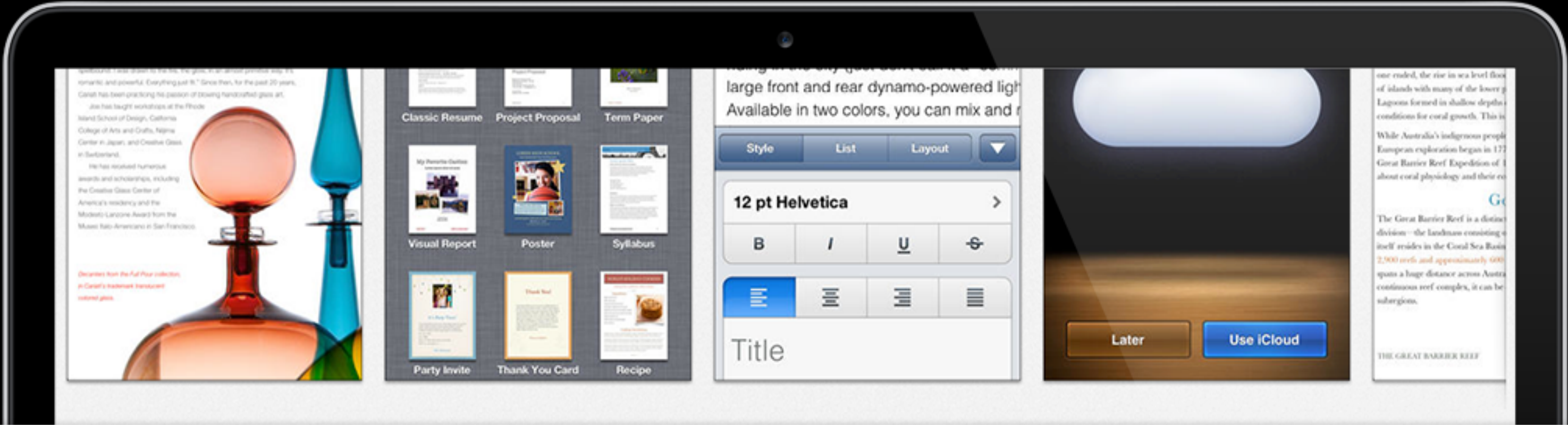
发布于 2013年3月6日

本更新改进了稳定性并包含错误修复。

[显示所有版本 ▼](#)

信息

开发商	iTunes S.a.r.l.
类别	效率
大小	257 MB
评级	限4岁以上
兼容性	需要 iOS 5.1 或更高版本。与 iPhone、iPad、iPod touch 兼容。此 App 已针对 iPhone 5 进行优化。
语言	中文、丹麦文、乌克兰文、俄文、克罗地亚文、加泰罗尼亚文、匈牙利文、印度尼西亚文、土耳其文、希腊文、德文、意大利文、挪威尼诺斯克文、捷克文、斯洛伐克文、日文、法文、波兰文、泰文、瑞典文、罗马尼亚文、芬兰文、英文、荷兰文、葡萄牙文、西班牙文、越南文、韩文、马来文



简介

Pages 是移动设备上极其精美的文字处理程序。该功能强大的应用程序是专门为 iPad、iPhone 和 iPod touch 设计的。随时随地创建、编辑和查看文稿。Pages 会配合 iCloud 使用，因此您的文稿将在您的所有设备上自动地保持最新。而新款 iPad 机型上的 Retina 显示屏能让您在 Pages 中处理过的稿件更加靓丽。

快速入门

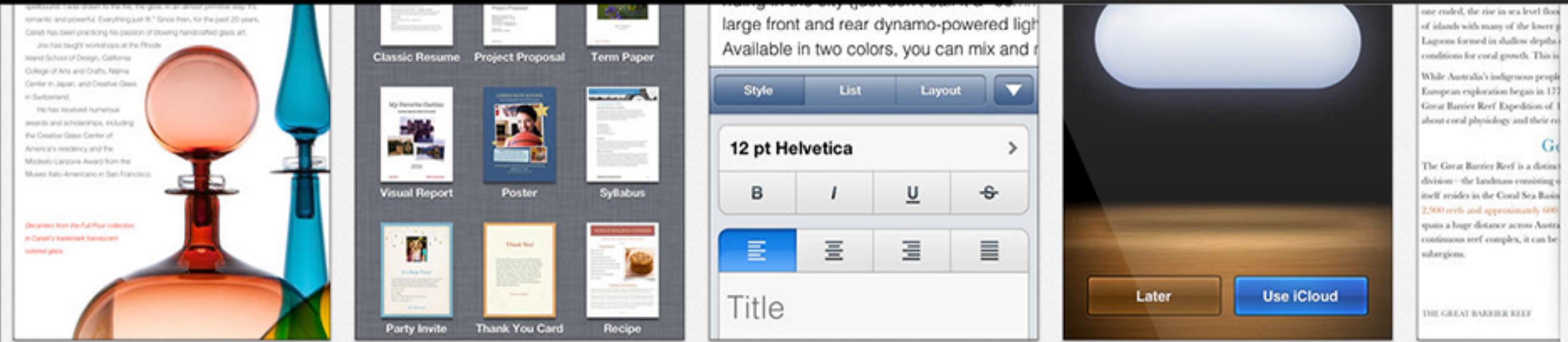
• Apple 设计了 16 种模板和样式供您选用。您可以用它们来快速创建漂亮的信函、报告、传单、卡片和海报...

[更多 ▼](#)

[显示所有版本 ▼](#)

信息

开发商	iTunes S.a.r.l.
类别	效率
大小	257 MB
评级	限4岁以上
兼容性	需要 iOS 5.1 或更高版本。与 iPhone、iPad、iPod touch 兼容。此 App 已针对 iPhone 5 进行优化。
语言	中文, 丹麦文, 乌克兰文, 俄文, 克罗地亚文, 加泰罗尼亚文, 匈牙利文, 印度尼西亚文, 土耳其文, 希腊文, 德文, 意大利文, 挪威尼诺斯克文, 捷克文, 斯洛伐克文, 日文, 法文, 波兰文, 泰文, 瑞典文, 罗马尼亚文, 芬兰文, 英文, 荷兰文, 葡萄牙文, 西班牙文, 越南文, 韩文, 马来文



简介

Pages 是移动设备上极其精美的文字处理程序。该功能强大的应用程序是专门为 iPad、iPhone 和 iPod touch 设计的。随时随地创建、编辑和查看文稿。Pages 会配合 iCloud 使用，因此您的文稿将在您的所有设备上自动地保持最新。而新款 iPad 机型上的 Retina 显示屏能让您在 Pages 中处理过的稿件更加靓丽。

快速入门

• Apple 设计了 16 种模板和样式供您选用，您可以用它们来快速创建漂亮的信函、报告、传单、卡片和海报...

[更多 ▾](#)

版本 1.7.2 中的新功能

发布于 2013年3月6日

本更新改进了稳定性并包含错误修复。

[显示所有版本 ▾](#)

信息

开发商	iTunes S.a.r.l.
类别	效率
大小	257 MB
评级	限4岁以上
兼容性	需要 iOS 5.1 或更高版本。与 iPhone、iPad、iPod touch 兼容。此 App 已针对 iPhone 5 进行优化。
语言	中文、丹麦文、乌克兰文、俄文、克罗地亚文、加泰罗尼亚文、匈牙利文、印度尼西亚文、土耳其文、希腊文、德文、意大利文、挪威尼诺斯克文、捷克文、斯洛伐克文、日文、法文、波兰文、泰文、瑞典文、罗马尼亚文、芬兰文、英文、荷兰文、葡萄牙文、西班牙文、越南文、韩文、马来文

Tips and Tricks

Using iTunes Connect Effectively

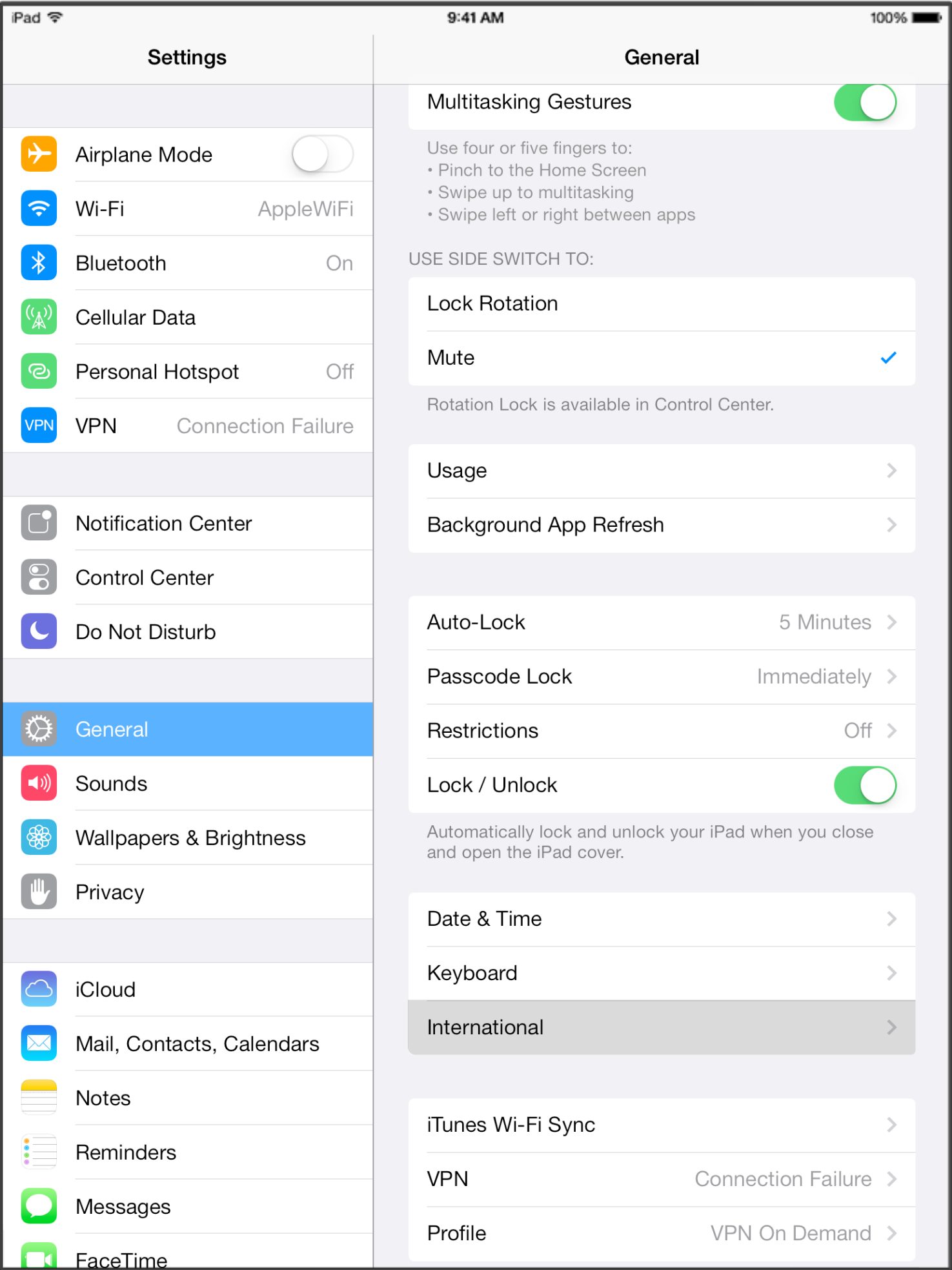
1

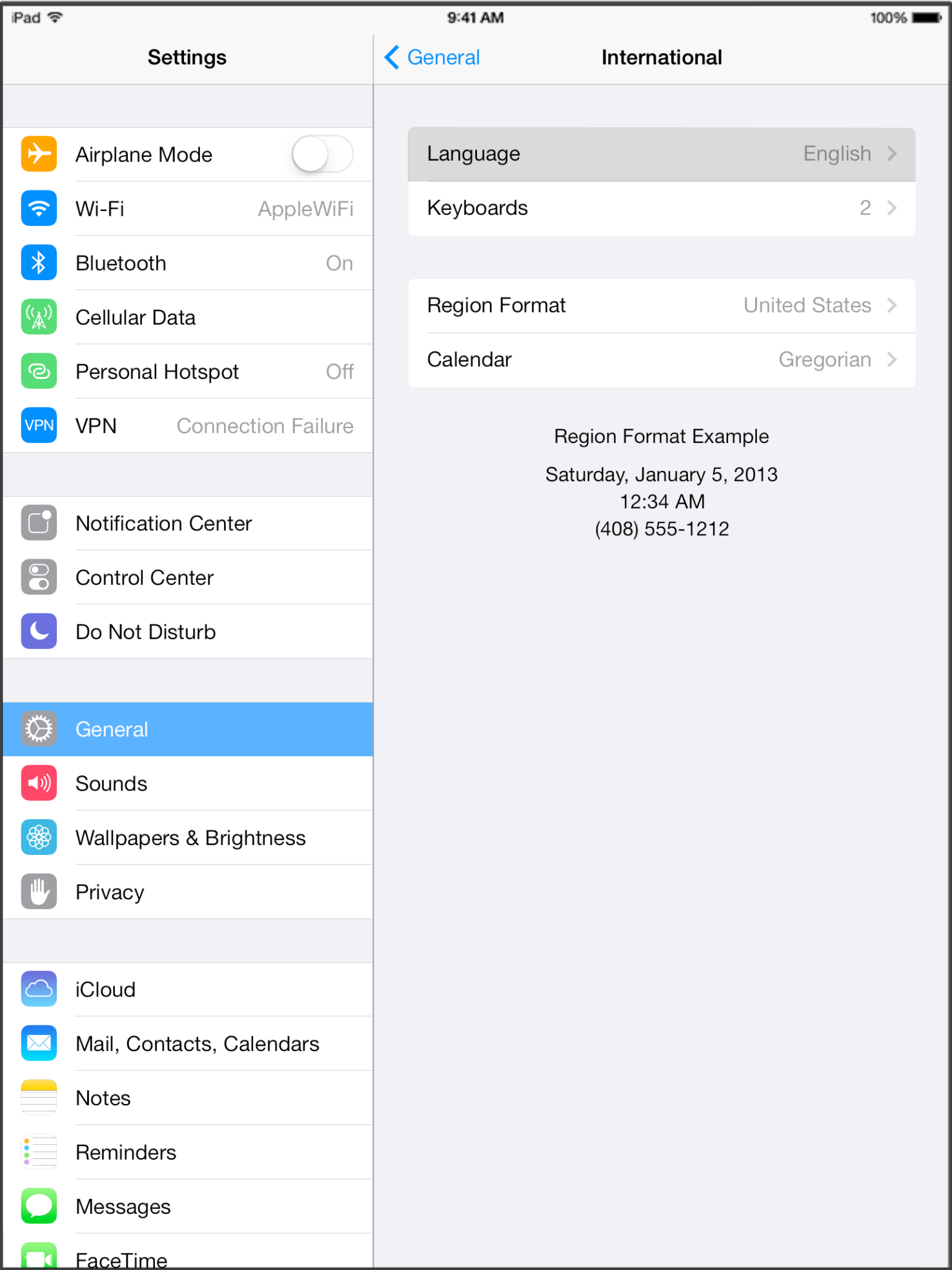
Viewing App Store
Localizations

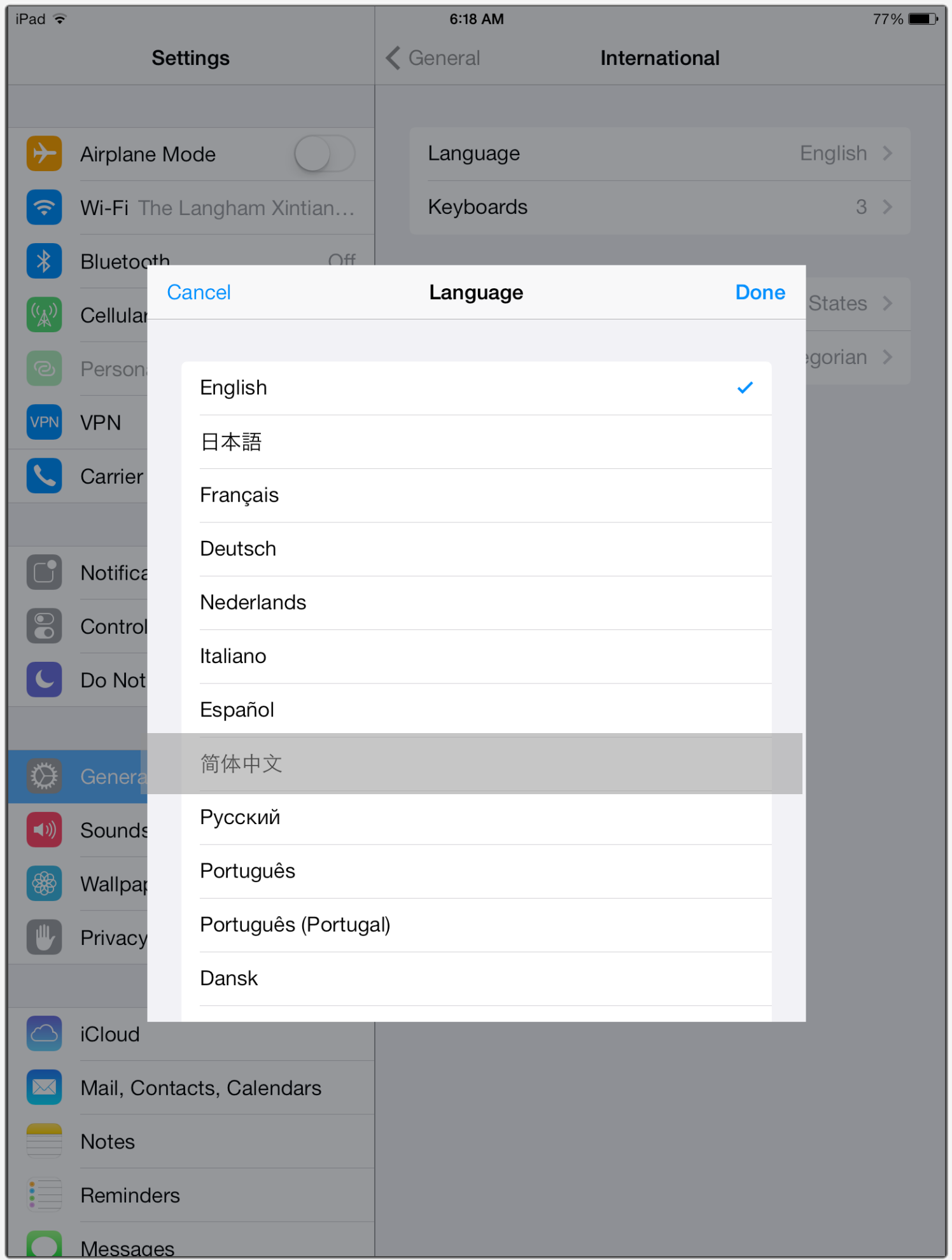
Localizing

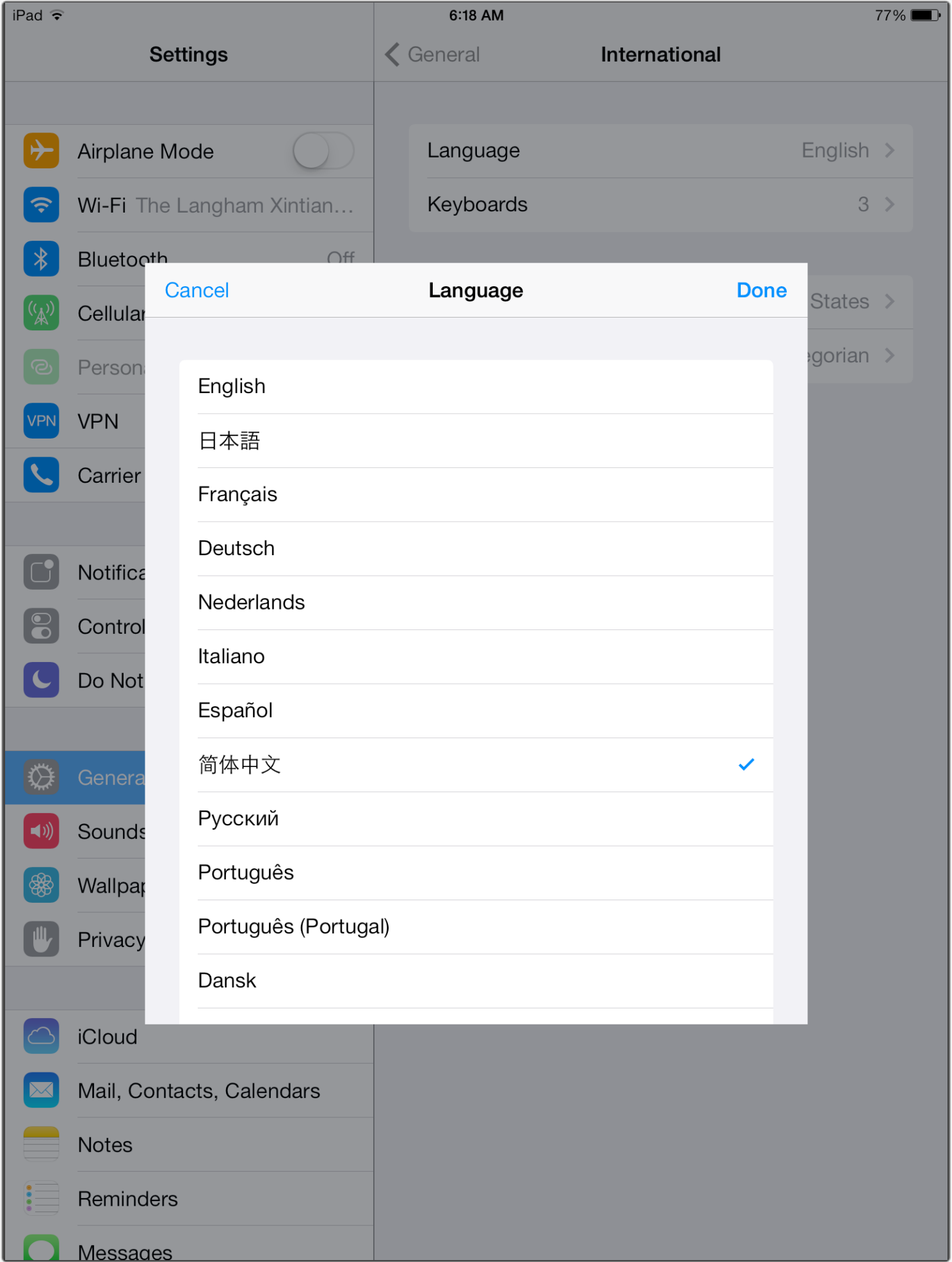
Viewing on the App Store











Pad

9:41 AM


100%

All CategoriesGamesKidsMore


pages

Previous Editors' Choices


See All >




Panna
Food & Drink
FREE




Fotopedia Reporter
Social Netwo...
FREE




Year Walk
Games
\$3.99




Flipboard: Your Social News...
News
FREE



Cartoon Network
Entertainment
FREE



Dungeon Hunter 4
Games
FREE



Le Vamp
Games
\$0.99

Collections

NEW TO THE App Store?


Only on the App Store
Exclusive Apps & Games

Newsstand


Bene

Kids Apps & Games


See All >




La Luna: The Story Project
Entertainment
\$3.99




Toca Cars
Education
\$0.99




Sesame Street Family Play
Games
\$0.99




Disney Storytime
Books
FREE



Bugs and Buttons 2
Education
\$2.99



Bobo Explores Light
Education
\$4.99



Poptropica Forgotten
Education
\$4.99

Quick Links

New to the App Store?	Editors' Choice	Only on the App Store
Kids	App Collections	Game Collections
About In-App Purchases	Apps Made by Apple	Game Center on iPad

Apple ID: jappleseed@mac.com
\$20.75 Credit

Redeem

Send Gift

[Terms and Conditions >](#)

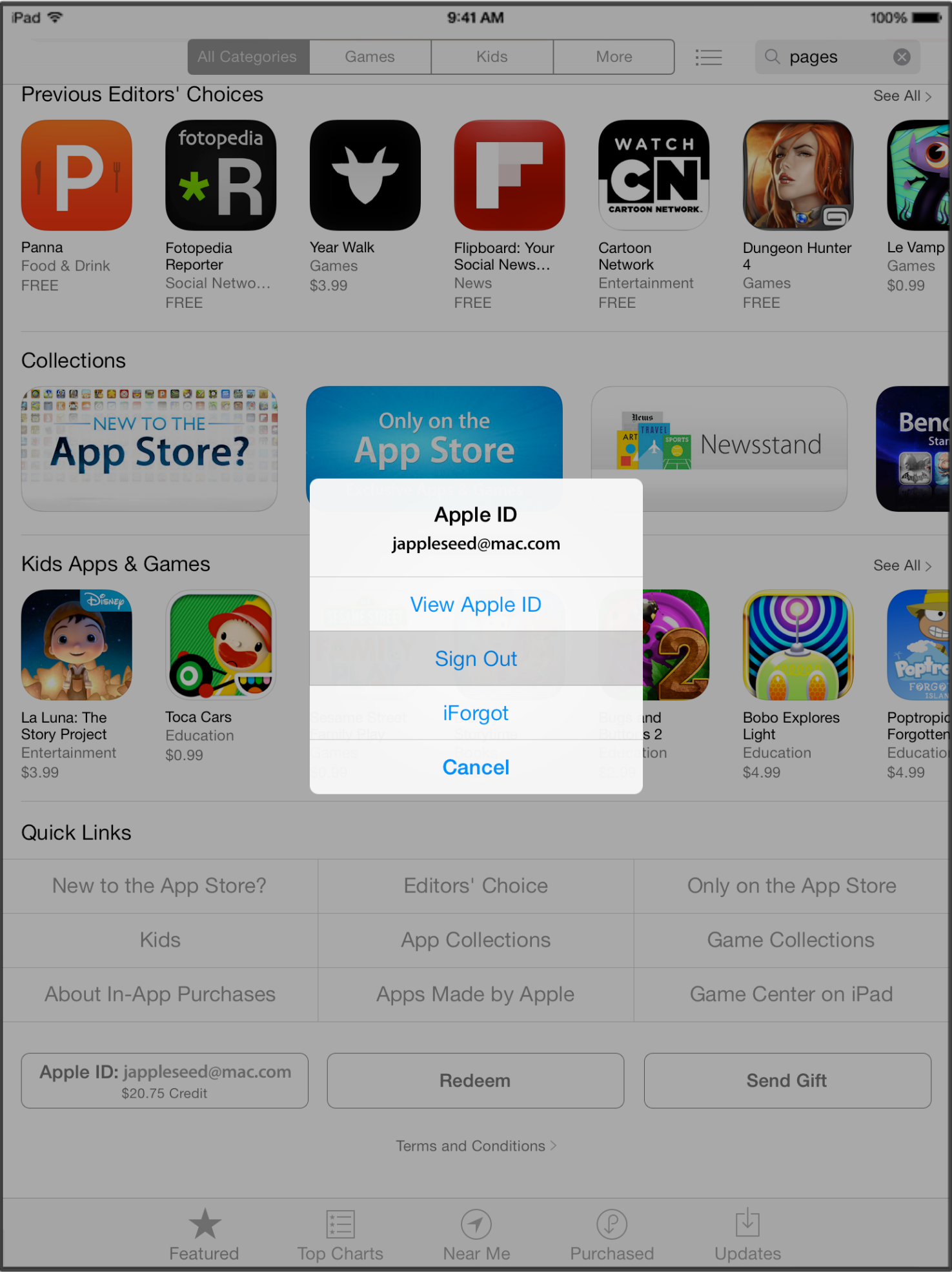
Featured

Top Charts

Near Me

Purchased

Updates



iPad

9:41 AM


100%

All CategoriesGamesKidsMore


pages

Previous Editors' Choices


See All >




Panna
Food & Drink
FREE




Fotopedia Reporter
Social Netwo...
FREE




Year Walk
Games
\$3.99




Flipboard: Your Social News...
News
FREE



Cartoon Network
Entertainment
FREE





Dungeon Hunter 4
Games
FREE




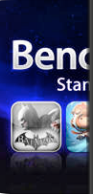
Le Vamp
Games
\$0.99

Collections











Kids Apps & Games


See All >




La Luna: The Story Project
Entertainment
\$3.99




Toca Cars
Education
\$0.99




Sesame Street Family Play
Games
\$0.99




Disney Storytime
Books
FREE



Bugs and Buttons 2
Education
\$2.99



Bobo Explores Light
Education
\$4.99



Poptropica Forgotten
Education
\$4.99

Quick Links

New to the App Store?

Kids

About In-App Purchases

Editors' Choice

App Collections

Apps Made by Apple

Only on the App Store

Game Collections

Game Center on iPad

Sign In

Redeem

Send Gift

Terms and Conditions >

Featured

Top Charts

Near Me

Purchased


Updates

iPadVPN6:25 AM75%


All CategoriesGamesKidsMore

pages


Previous Editors




FitStar: Tony Gonzalez
Health & Fitn...
FREE




Heroes Call
Games
FREE




SketchBook Ink
Entertainment
\$4.99




Air Mail™
Games
\$2.99



Nick Jr Draw & Play HD
Education
\$4.99



Cook's Illustrated Ma...
Food & Drink
FREE



Extinction Squad
Games
\$0.99

Collections


NEW TO THE App Store?

GET YOUR TICKETS
Sporting Events, Movies, Concerts & More


THE BEST GAMES YOU'VE NEVER PLAYED

App Collections


Epic Adventures




Walking Dead: The Game
Games
FREE



Horn™
Games
\$6.99



LIMBO Game
Games
\$4.99



Naught 2
Games
\$1.99

See All >

Quick Links

New to the App Store?

Editors' Choice

Only on the App Store

Kids

App Collections

Game Collections

About In-App Purchases

Parents' Guide to iTunes

Apps Made by Apple

Sign In

Redeem

Send Gift

Terms and Conditions >

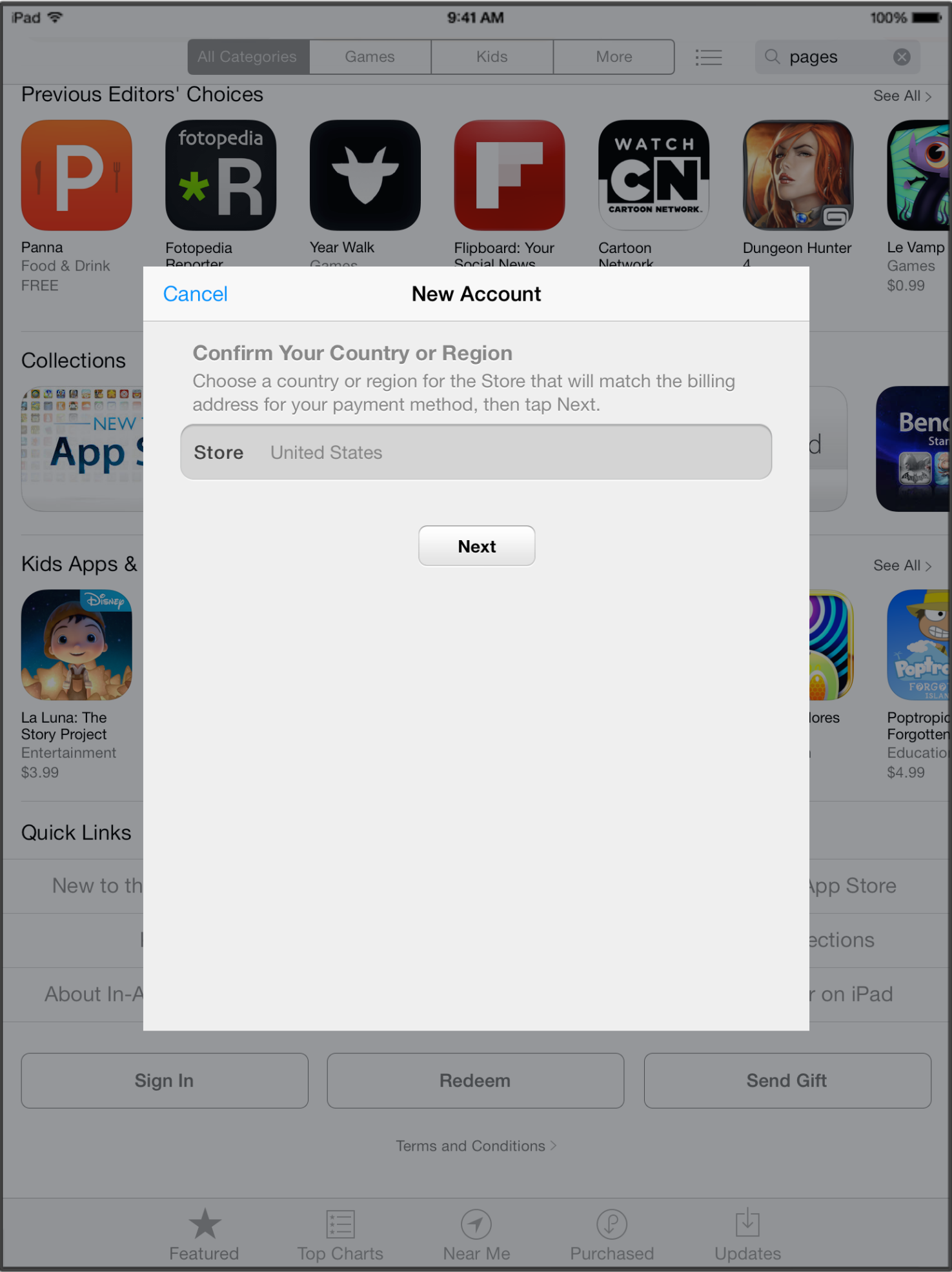
Featured

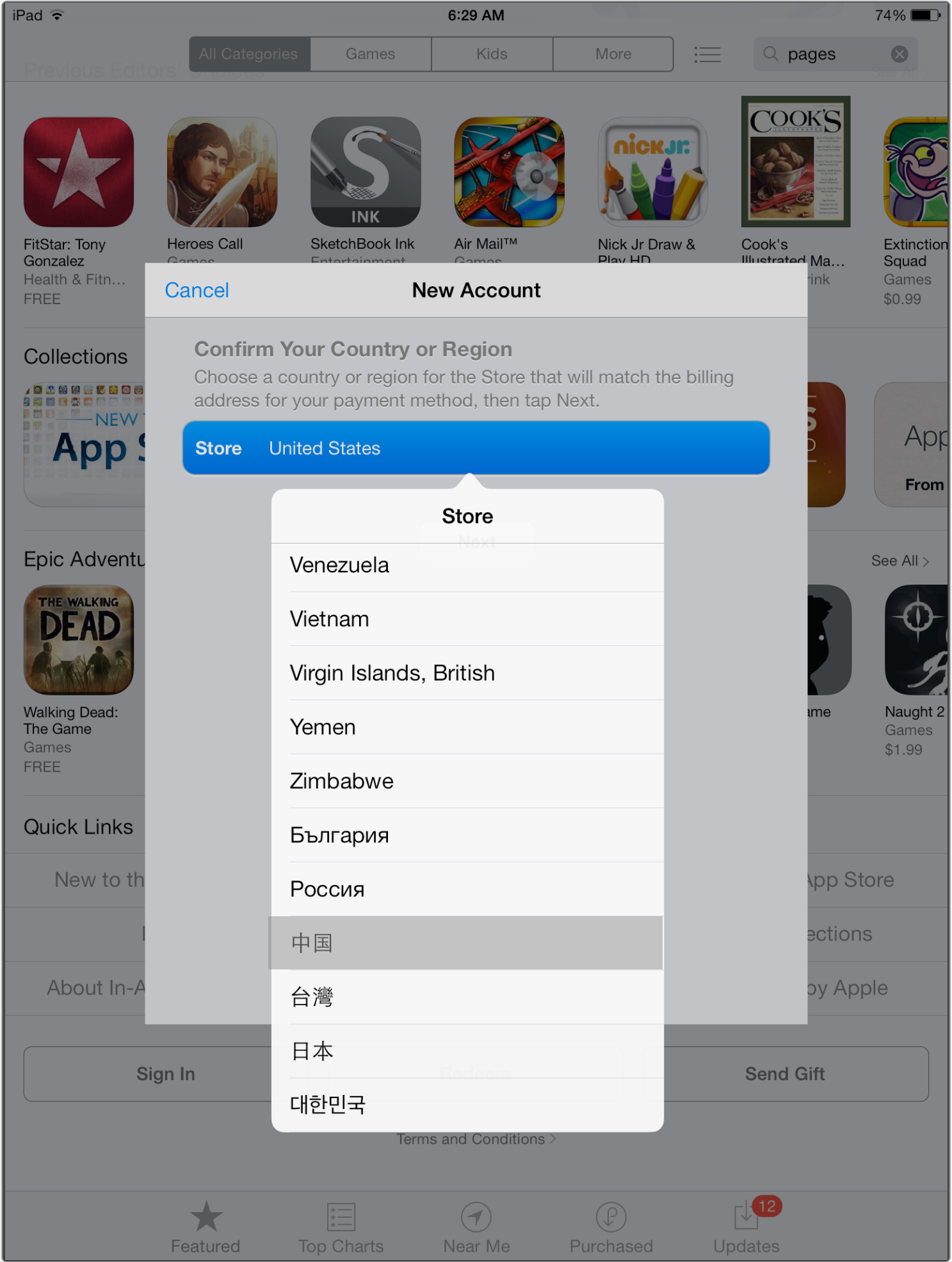
Top Charts

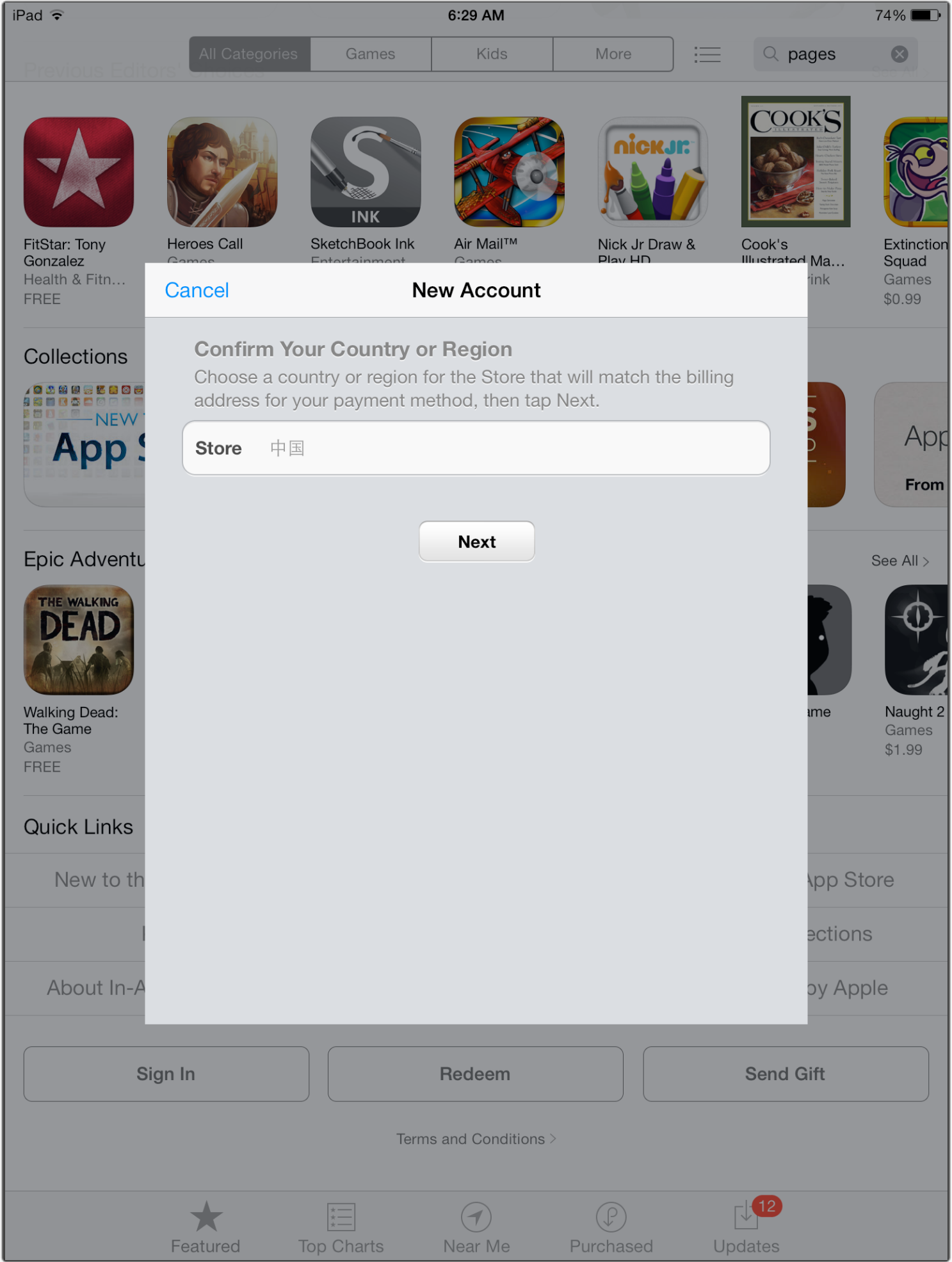
Near Me

Purchased

Updates12









取消

仅 iPad ▾ 任何价格 ▾ 所有类别 ▾ 按相关性 ▾

pages

文件免费 Documents Free (Mobile Office Suite)

Savy Soda

★★★★☆ (157)

免费

Pages

Apple

★★★★☆ (56)

¥68.00

Pages

Apple >

★★★★☆ (56)

¥68.00

详细信息

评论

相关项目

FLYING HIGH IN DANSHUN

INSIDE: FESTIVAL & EVENT GUIDE

7123

0

7123

100%

内容提要

Pages 是为移动设备设计的精美绝伦的文字处理软件。这款强大的文字处理器可让你在短短几分钟内制作精美的报告、简历和文档。Pages 现已专为 iPad、iPhone 和 iPod touch 设计，支持 Multi-Touch 手势和 Smart Zoom。

60 多款 Apple 设计的主题可供选择，给你一个美好的开头。你也可以使用空白文档，轻点几下即可轻松添加文字、图像、形状和更多内容。然后使用精美的预置格式和字体设计样式。使用修改跟踪、批注和高亮显示 ... 更多

新功能

Oct 22, 2013

• 炫目的全新用户界面专为 iOS 7 设计

• 60 多种 Apple 设计的模板

• 你最重要的文本格式选项就在你的键盘上，轻点一下或两下即可使用

• 使用批注和高亮标注与他人共享意见和反馈

• 使用全新交互式柱形图、条形图、散点图和气泡图绘制数据... 更多

信息

开发商 Apple

从各式各样的模板中选择

精品推荐

排行榜

我的附近

已购项目

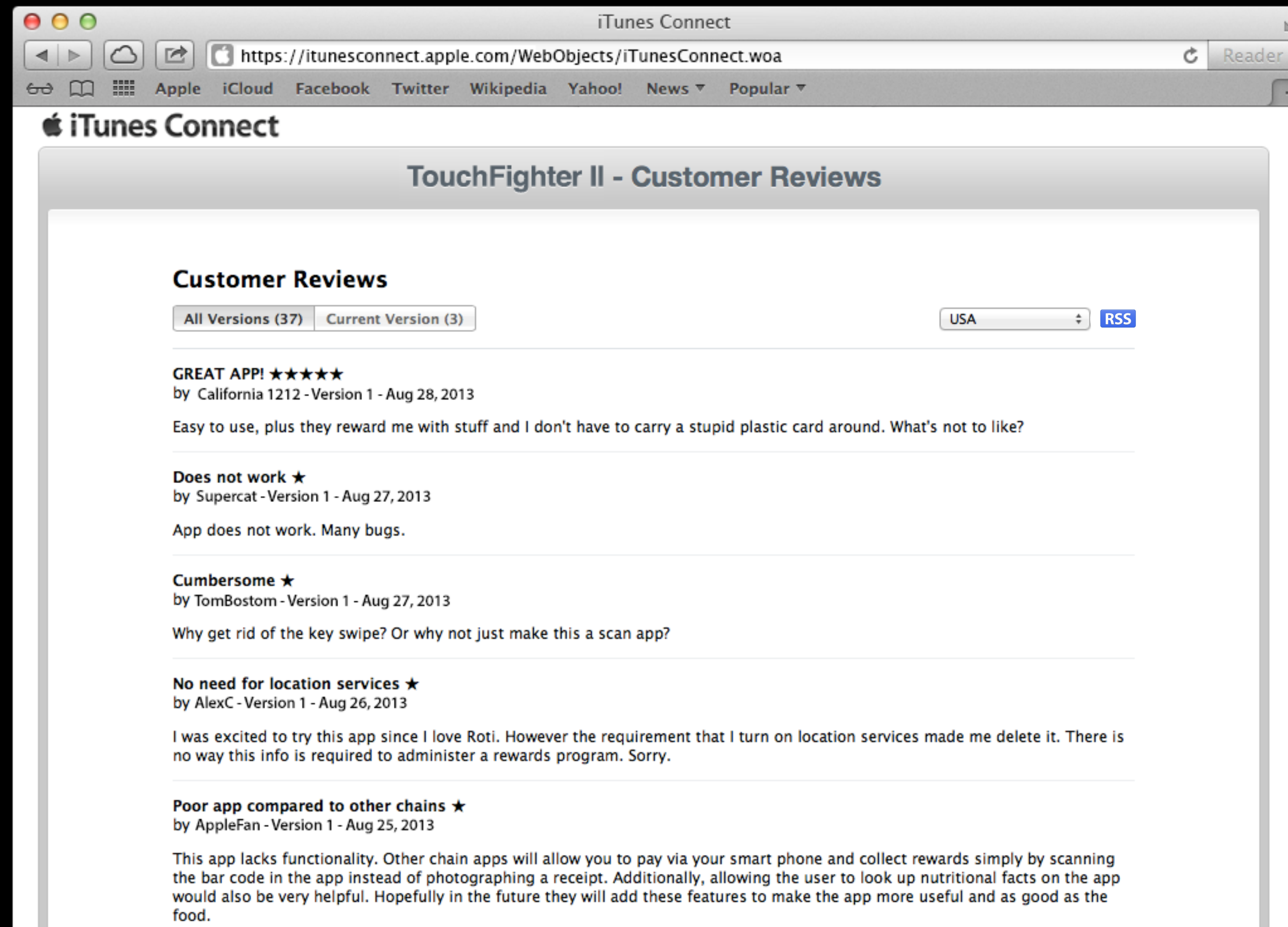
更新 9

2

Customer Review RSS

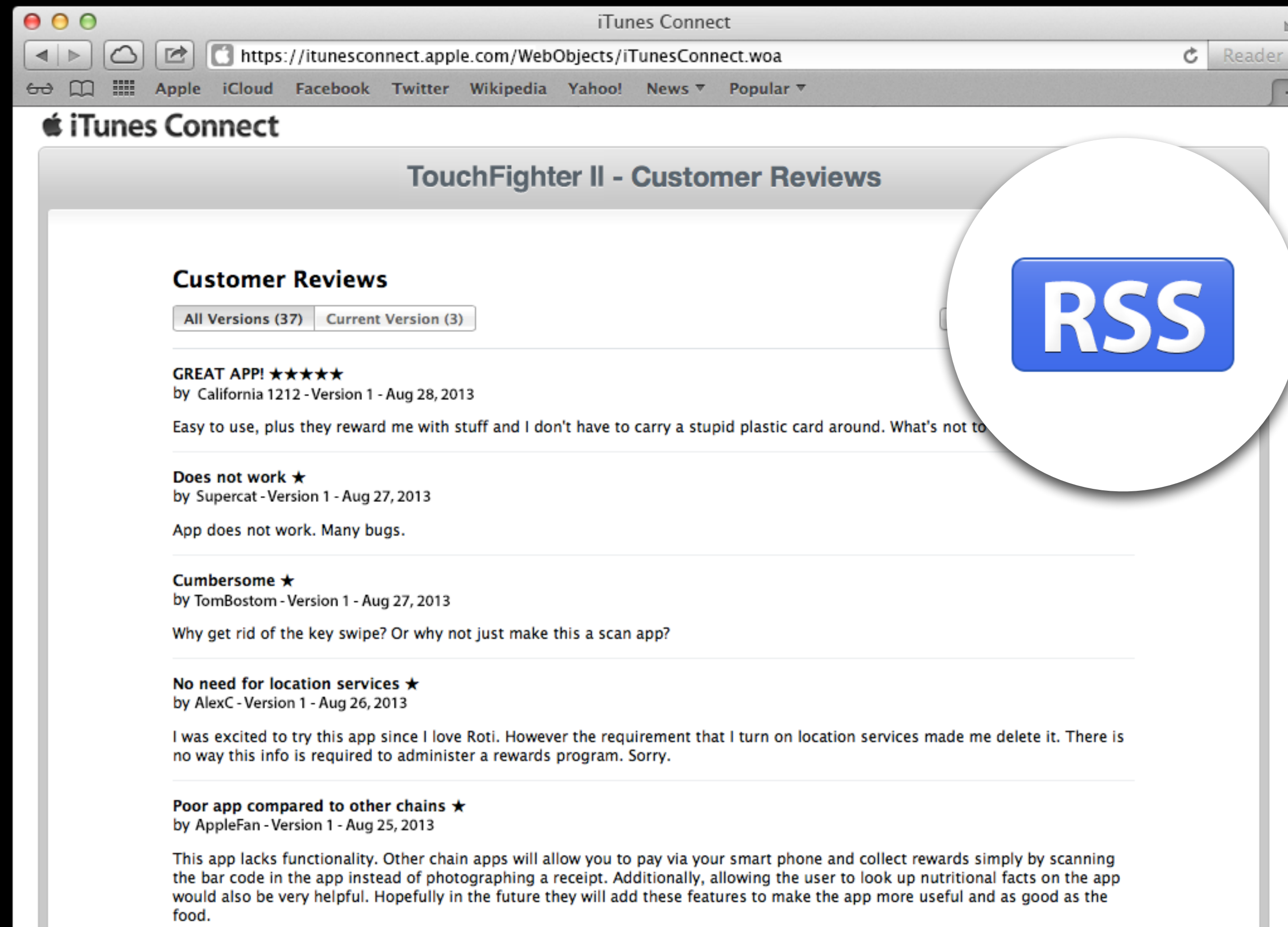
Customer Review RSS Feed

Instant feedback



Customer Review RSS Feed

Instant feedback



3

Scheduling a Sale

Scheduling a Sale

International time zones

- Rolling price and availability settings



Scheduling a Sale

International time zones

- A 24-hour sale should be 3 full days

Scheduling a Sale

iTunes Connect

https://itunesconnect.apple.com/WebObjects/iTunesConnect.woa

Apple iCloud Facebook Twitter Wikipedia Yahoo! News Popular

TouchFighter II - Rights and Pricing

Select the availability date and price tier for your app.

Availability Date 09/Sep 8 2013 ?

Price Tier Select ?

[View Pricing Matrix](#)

Price Tier Effective Date Select Select Select ?

Price Tier End Date Select Select Select ?

Price Tier Schedule		
Price Tier	Price Effective Date	Price End Date
Tier 1	Existing	11/10/2013
Free	11/10/2013	11/13/2013
Tier 1	11/13/2013	None

Discount for Educational Institutions ☒ ?

Custom B2B App ☐ ?

Unless you select [specific stores](#), your app will be for sale in all App Stores worldwide.

[Indicate a legal issue with iCloud for this app](#)

Cancel Save

Scheduling a Sale

TouchFighter II - Rights and Pricing

Select the availability date and price tier for your app.

Availability Date: 09/Sep 8, 2013

Price Tier: Select

[View Pricing Matrix](#)

Price Tier Schedule		
Price Tier	Price Effective Date	Price End Date
Tier 1	Existing	11/10/2013
Free	11/10/2013	11/13/2013
Tier 1	11/13/2013	None

[Indicate a legal issue with iCloud for this app](#)

Cancel Save

More Information

App Store Marketing

AppStoreCodes@apple.com

AppStoreMarketing@apple.com

App Store Promotions

AppStorePromotion@apple.com

AppoftheWeek@apple.com

Documentation

App Store Marketing and Advertising Guidelines

<https://developer.apple.com/appstore/AppStoreMarketingGuidelines.pdf>

iTunes Connect Developer Guide

<http://developer.apple.com/library/ios/iTunesConnectGuide>

Apple Developer Forums

<http://devforums.apple.com>

Contact Us

itunesconnect.apple.com/contactus

